Provisional Patent Application

Assessments, Methods, and Systems of Learned Career Guidance

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Prior Art.

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Advantages.

Various aspects of the assessments, methods, and systems of learned career guidance may have one or more of the following advantages:

- Provide a more universal career mapping within and across organizations, industries, & careers
- Provide a more targeted mapping from users' prior experience to possible future paths based on previous education and/or job experience and future career, industry, and/or company interests
- Provide a more complete, end-to-end career development experience from career assessment to job search, to name a few
- Provide a more integrated approach for accessing jobs, courses, etc. from multiple sources
- Provide a more active recruitment environment for identifying users who have specified interests and career paths that align with recruiters' current opportunities
- Provide a more dynamic system that learns & adapts to users' experience and workforce needs

Drawings.

FIG. **1** illustrates an exemplary digital career network environment using career path mapping features;

FIG. **2** is a block diagram of an exemplary assessment, method, and system for career path mapping;

FIG. **3** is a block diagram of exemplary system components to view careers, take a career assessment, and access member resources, to name a few;

FIG. **3A** is an exemplary screen shot of an about page with links to view careers and access member resources, to name a few;

FIG. **4** is an exemplary screen shot to view a career path mapping component and information for selected careers;

FIG. **4A** is an exemplary screen shot of a collapsible indented tree to expand, collapse, access, and/or find industries, companies, jobs, education, degrees, colleges & universities, online courses, specializations, conferences, groups, and meetups;

FIG. **4B** is an exemplary screen shot of a career path mapping vertical tree component displaying multiple paths given a sample of users' education and job experiences with clickable nodes that toggle modals of circle packed information;

FIG. **4C** is an exemplary screen shot of a career path table component displaying multiple activities given a sample of contributed users' education and job experience every 4 years up to 20 years;

FIG. **4D** is an exemplary screen shot of circle packed full-time job information given a sample of users;

FIG. **4E** is an exemplary screen shot of circle packed undergraduate data given a sample of users;

FIG. **5** is a block diagram of an exemplary system component enabling a user to access member resources such as adding more nodes to their career path or viewing others' career paths similar to theirs;

FIG. **5A** is an exemplary screen shot of a registration and login page for users;

FIG. **5B** is an exemplary screen shot of a user's own specific career path;

FIG. **5C** is an exemplary screen shot of a user adding education to his or her career path;

FIG. **5D** is an exemplary screen shot of a user adding job experience to his or her career path;

FIG. **6** is an exemplary screen shot of sortable, filterable, and/or searchable blog posts;

FIG. **6A** is an exemplary screen shot of a blog post where users have accessed a specific article allowing them to view statistics, hyperlink to the blog post, and/or comment;

FIG. **7** is a block diagram describing the steps to complete the career assessment;

FIG. **7A** is an exemplary screen shot of an entry page to start the career assessment;

FIG. **7B** is an exemplary screen shot of a set of career assessment questions such as but not limited to strongly agree, agree, disagree, or strongly disagree, ranking 1 (least pleased) to 10 (most pleased), and/or opposites of which better describes the user;

FIG **8** is an exemplary screen shot of results displayed automatically and immediately after the career assessment is completed with the first table at the top displaying top three industries and industry category scores;

FIG **8A** is an exemplary screen shot of the second table of career assessment results displaying career category scores which are used to suggest careers by calculating minimum differences between the survey and each career;

FIG **8B** is an exemplary screen shot of the third table of career assessment results displaying the top thirty careers based on the minimum differences between survey category scores and each career's signature of category scores;

FIG **8C** is an exemplary screen shot of the career assessment answers grouped by career category;

FIG **8D** is an exemplary screen shot of the career assessment answers grouped by career specific question to sort suggested top careers based on these user preferences; and

FIG **9** is an exemplary screen shot of the career category signature of scores (e.g. General Surgeon) and industry category signature of scores (e.g. Health).

Detailed Description.

The inventors listed invented assessments, methods, and systems of learned career guidance using data visualization techniques and algorithms such as clustering, recommender systems, and machine learning, to name a few. Career path mapping can be defined as, but not limited to, suggesting future paths of industries, companies, jobs, education, majors, courses, conferences, groups, etc. based on a user's future interests as well as previous education, job experiences, and other relevant activities. Relevant prior art includes assessments that suggest careers based on answers to specific survey questions and career guidance based on an individual's past work history. Primary differentiators of this invention is that it allows the user to experiment with future paths based on what they would like to achieve, not just what they have achieved already, as well as factoring in more information beyond work history such as online courses completed, aspiring interests, and future career path selections. As a result, the assessments, methods, and systems of learned career guidance **130** provides a more complete mapping using crowd-source and mined data from a number of users in the careers. This invention also offers a more end-to-end career development experience from career assessment **550** to

job search **425**, to name a few, enabling users **101** to view careers **206**, mentee **101A** and mentor **101B** members to access member resources **208**, and sponsors **101C** to advertise sponsored career path **430** items. The more information provided about the mentee's **101A** current career path **507** of education and experience, more similar mentor **101B** career paths can be suggested. Taking the career assessment **370** is another way to provide more information to improve career path suggestions. Career assessment results **580** display top recommended industries **582** and top recommended careers **600** based on an individual's answers to mixed question sets **572** of career category **610** and career specific questions **620**. Suggested career paths **430** and collapsible indented trees **410** enable users **101** to expand, collapse, access, and/or find industries **413**, companies **414**, jobs **415**, education **416**, degrees **417**, colleges & universities **418**, online courses **421** and specializations **420**, conferences, groups, and meetups **422**. Information displayed can be filtered by selecting a path **434** of the career path **430** and/or selecting from a plethora of filter/tree pruner **408** options. Career paths **430** have clickable nodes for occupations **432** and education **436** to view the specifics behind a possible path. When clicked, circle packs for occupations **450** and education **460** are displayed respectively. The collapsible indented tree **410** can be expanded, collapsed, and hyperlinked to launch company **415**, college/university **418**, online courses **421**, and/or conferences, groups, and meetups **422**. Click on find jobs **425** when viewing a career **400** and currently available opportunities **415** display. Comments **409** can be added by users **101** for additional career specific information and advice.

The assessments, methods, and systems **130** may host a website that allows one or more users **101**, e.g., the sponsor user **101C** to advertise or mentor users **101B** to advise to mentees **101A** for career path mapping **130**, at one or more user devices **110** via a communications network **120** to the website. User devices **110** include a computer terminal, a laptop, a personal digital assistant (PDA), a wireless telephone, a smart phone, a smart phone application, and/or the like. Communications network **120** includes a local area network (LAN), a wide area network (WAN), a wireless network, a cellular network, an intranet, an internet, and/or the like.

Terms of use **202** are accessible via a terms of use link **306**. The terms of use **202** apply to all visitors, users, and others who access the service. Non-registered visitors **102** may view careers **206** as well as apply and register **204** by accessing an online application via registration section **502** on the web page to access member resources **208** or advertise career resources **210**. If deemed appropriate for membership, non-registered visitors **102** will receive a confirmation code to use during login **504**. Otherwise, they are given read-only access to view careers **206**, access social media pages **360**, join the mailing list **350**, share pages via LinkedIn **355**, and/or view blog posts **345** until they login **502**. Users **101** unable to login may use forgot password functionality **506**. Users **101** may login by entering required login information **504**, such as registered email address and password. Confirmation code is also required when logging in from a communication network **120** for the first time. Once logged in, users **101** can access their member resources **208** such as their own career path **507** where they can add additional experience **505** or view similar career paths **503** based on other users. Alternative was to add additional experience **505** may be integration with Facebook, LinkedIn, and/or other company APIs. System activity is stored in a number of databases, schemas, and tables referred to as a resource database **212**.

The web page to view careers **400** consists of a number of sections. Along the top, a navigation bar **310** is available to navigate between internal pages. External links to social media **302** are available

below the navigation bar. Also along the top right, non-registered visitors **102** can enter their email address to join the mailing list. Near the top center of the career page, mentor users **101B** may be displayed with a digital business card **406** containing thumbnail images and hyperlinks to their LinkedIn public profiles. Along the left side, career specific blog posts **404** (if any for the selected career) and general blog posts **304** are displayed via hyperlinked thumbnail images. Above terms of use **306** information at the bottom of the page, there is a comments box **409** specific to the career selected **402**. Along the right side, filter/tree pruners options **408** are available to filter information displayed in the collapsible indented tree **410**, career path **430**, and any other filterable information relevant to the selected career. Each career selected **402** displays the career median pay, total jobs, and 10 year growth rate **407** based on data from the Bureau of Labor Statistics. A collapsible indented tree **410** is available to expand, collapse, access, and/or find industries **413**, companies **414**, jobs **415**, education **416**, degrees **417**, colleges & universities **418**, online courses **421** and specializations **420**, conferences, groups, and meetups **422**. Click on the find jobs link **425** to search for currently available jobs from external job search sites such as Indeed, The Muse, etc. in the industries **413** and companies **414** listed. In this exemplary screen shot, orange indented tree branches indicate currently available jobs found from the external job search sites (i.e. posted within past few weeks). Jobs are considered relevant for the selected career **402** if the job name is similar to the career name or a list of job positions linked to the career in resource database **212**. Table 1 below shows example job positions linked to a career such that jobs found **425** returned and similar in name will be displayed for selected career. Note that a job title may be linked to multiple careers and that career name is not listed as a job title record because that would already be used.

Career	Job Title
IT Data Scientist	Computer Vision Engineer
IT Data Scientist	Data Engineer
IT Data Scientist	Deep Learning Specialist
IT Data Scientist	Machine Learning Engineer
UI Engineer	Interaction Designer
UI Engineer	User Experience Designer

Table 1: example of job positions linked to careers to find jobs similar to career

A career path **430** is also available for the career selected **402** showing mapping of paths progressing in education (e.g. undergraduate) **436** and job experiences (e.g. full-time) **432**. All nodes are clickable and result in a colored path **434** being selected (e.g. green in this exemplary screen shot). In addition to the colored selected path **434**, clicking on blue colored nodes on the career path **430** open up additional circle packed information for the specific node. For example, clicking on the undergraduate career node **436** opens up circle packed undergraduate clusters **460** of information for career selected **402**. Likewise, clicking on the full-time career node **432** opens up circle packed full-time clusters **450** of information. Finally, the last table on the page of career node activities every four years **440** illustrates likely activities at different points in time based on a sample of user verified information provided to date.

To see which colleges, universities, and majors are popular for a career, view the collapsible indented tree education **416** rows and/or click on an education node **436** in the career path **430**. The former drills down to the college/university **418** and the latter drills down all the way to the major **464** and user's school **468**. Similarly, to see which industries, companies, and jobs are popular for a career, you can view the collapsible indented tree companies and jobs **412** rows and/or click on an occupation node **432** in the career path **430**. The former drills down to company **414** and job **415** if the find jobs link **425** is clicked. The latter drills down to user's company **458**. As an added feature, users **101** may be able to see user **458** name and contact information depending upon the mentee user's **101A** access. Like information is clustered into circles and lighter shades of colors represent higher levels of the hierarchy; for example, **Figure 4D**.

By default, all blog posts are sorted by publish date ascending and limited to 10 articles to display. Articles may be filtered via the filtering drop-down, sorted via the sorting drop-down, and limited via the results per page drop-down in section **532**. Search for an article using the search functionality **538** by selecting the search criteria and typing the keyword to search. Each article has its own section of information and statistics **540** displaying article name, image, author, publish date, and description in section **544**. Users **101**, mentee **101A**, mentors **101B**, and sponsors **101C** may publish articles as well as comment on articles **409**. To read an article, click on the hyperlinked article name **539**. To comment on an article, click on the article thumbnail **536** and access the specific page for selected article **540**. On this page, notice that the filtering drop-down in section **532** displays "selected" to notify that a specific post has been selected. As a result, you can then find statistics, information, and comments **409** specific to the blog post selected. Users **101** can view and publish blog posts, where sponsor user **101C** blog posts will be flagged as posted by a sponsor. To submit a blog post, users **101** must have successfully logged in **594** and have confirmed **476** their email address.

To access member resources **340** of the system, users **101** must have successfully logged in **480** and have confirmed **476** their email address. To confirm, users **101** obtain a confirmation code from the email that they used to register **502** and enter the code along with email address and password during login **504**. If a user **101** has access to the email address, then he or she will be able to retrieve the confirmation code and enter it into the appropriate account confirmation field. If the confirmation code entered by the user **101** matches what is stored in the resource database **212**, then the account has been confirmed and will successfully login as long as the email and password are also correct. If the confirmation code entered is incorrect, an error message will display and the user **101** may try again **480**.

After successfully logging in **594**, the user **101** is directed to his or her specific career path **507**. Non-users **102** have read-only access to general career paths **430** based on a sample of verified user information and not their own. Mentee **101A** and mentor **101B** users can add nodes **505** and sponsor **101C** users can advertise on other user career paths **507** by adding sponsored nodes **505**. Sponsor users **101C** can view user career paths where they are advertising. Nodes can be entered at any time and in any order. Nodes do not have to be entered in the sequence that they occurred because the user specific career path **507** automatically arrange in the appropriate chronological order for the user specific career path **507** based on the start and end dates of each node, not the order that the nodes are entered. Similar to the general career paths **430**, all nodes are clickable and result in a colored path **434** being selected. If the user **101** has contributed his or her own specific career path **507**, they will also see

a colored path of their own specific career path **507** overlaid on the general career path **430** being viewed to see how close they are to achieving the selected career with filters **408** and other options or information provided. In addition to the colored selected path **434**, clicking on blue colored nodes on the career path **430** open up additional circle packed information for the specific node.

To add an education node **510** to a user's **101** career path, mentee user **101A** or sponsor user **101C** can click on the add node to career path button **505**. Each education node of a user specific career path **507** is an education node tied to a career **511**. Users nodes used in the general career paths **430** only include those nodes leading up to the given career. If a user switches careers, then nodes after the change from the selected career are excluded from earlier career path **430** and only nodes leading up to the last node of the selected career are included; for example, Table 2 below.

User	Career	Career Node	Comments
Justin Wilson	Electrical Engineering	Undergraduate	This career node and any that come before it are included in Electrical Engineering career path
Justin Wilson	Operations Research Analyst	Full-Time	This career node would not be included in the Electrical Engineering career path because it is no longer contributing to that career but instead Operations Research Analyst

Table 2: example of nodes included in career path when users change careers

An education node **510** is added when the type radio button education **512** is chosen. Drop-down education node **513** is pre-populated based on the type selection, in this case education career nodes. Enter school/university into the inst. text field **514** (short for institution) which auto-completes based on schools and universities currently in the resource database **212**. If the text field does not auto-complete because it is a new entry, it is ok to enter free text and the entry will be validated and verified after submission. Next enter major into the pos. text field **515** (short for position) which also auto-completes based on majors current in the resource database **212**. Similarly, if it is a new entry, enter as free text and it will be validated and verified after submission. Finally, enter start date and end date **516**. If education node **510** being entered is still in progress, enter projected end date as the end date.

Adding an occupation node **520** to users **101** career path is very similar to adding education node **510**. Click on the add node to career path button **514**. Each occupation node of a user specific career path **507** is an occupation node tied to a career **511**. In this case, an occupation node **520** is being added so type radio button job experience **512** is chosen. Drop-down occupation node **523** is pre-populated based on the type selection, in this case job experience career nodes. Enter company into the inst. text field **524** (short for institution) which auto-completes based on companies currently in the resource database **212**. If the text field does not auto-complete because it is a new entry, it is ok to enter free text and the entry will be validated and verified after submission. Next enter job title into the pos. text field **525** (short for position) which also auto-completes based on job titles current in the resource database **212**. Similarly, if new entry, enter as free text and it will be validated and verified after submission. Finally, enter start date and end date **516**. If the occupation node **520** being entered is the users **101** current

position, they check current checkbox **529** and either enter a projected end date as the end date or leave it blank.

Users **101** can access the career assessment **370** by entering same confirmation code used during login **504**. Invention could be setup such that the career assessment can be completed without a confirmation code **558** in the future. However, there also may be benefits of using a confirmation code; for example, to receive results or to store for later use along with other member resources. Therefore, access to career assessment **370** may have multiple states so accessible by users **101** and/or non-registered visitors **102**. If a correct confirmation code is entered **558**, then the user **101** is directed to the first page of mixed question sets for career assessment **570**. There are currently three types of questions **572** on the career assessment survey page **570**; 1) strongly agree, agree, disagree, strongly disagree, 2) ranking from 1 (least pleased) to 10 (most pleased), and 3) opposites (which better describes you?). Users **101** can answer as many questions as they like. All questions are considered optional. However, the more answered, the more likely to get a better result of suggested top industries **582** and suggested top careers **600**. Users **101** can share and comment **409** on career assessment results.

Once the survey is completed, results are displayed giving a score for each career **590** and industry category **582**; for example, **Figure 9**. Top suggested careers **600** are calculated based on the minimum difference in category scores between a career and results of the most recently completed career assessment **580**.

For each career {
    For each career category {
        Difference = (career category score) minus (assessment category score)
    }
    Sort ascending careers based on minimum difference between career and assessment
};

Answers grouped by career category **610** and answers grouped by career specific question **620** are also displayed so the user **101** can review his or her answers and/or save the career assessment results by printing and/or saving. Complete end to end experience is enhanced by hyperlinking top suggested careers **602** so can move from career assessment results to career paths **430** and additional information for careers of interest.

There are many alternative ways that the assessments, methods, and systems of learned career guidance can be implemented:

- Additional required and optional fields can be added to apply and/or register
- Non-users can register automatically without having to apply
- Non-users can login using their social media accounts via integrations such as Sign in with LinkedIn, Facebook Connect, and/or the like
- Additional career path information can be displayed and in more places throughout the system
- Career assessment results can be based on alternative calculations using existing and/or additional metrics

- Suggested career paths, clustering, circle packed information, and collapsible indented trees can be based on additional and/or alternative information
- Filtering and sorting can be based on alternative calculations using existing and/or additional metrics; for example, geographic information such as country, CBSA, city, state, and/or the like
- Additional search criteria can be added to the search functionality
- Additional filtering criteria can be added to the filtering functionality
- Additional social networks can be integrated and connected
- Information can be further customized by soliciting user input and/or retrieving information from one or more other sources containing such information
- Job search results from additional sites can be added
- Courses from additional online and offline educational platforms can be added
- Industries, companies, online courses, conferences, groups, meetups, etc. can be refreshed automatically on a periodic basis and/or initiated by a company, sponsor, and/or user
- Additional industries, companies, online courses, conferences, groups, meetups, etc. can be added on a continuous basis by advertisers, other users, inventors, and/or others associated with this invention
- Users can view percentage likelihood of achieving a selected career path, career to career transition, and/or the like based on previous experience entered and/or obtained from sources containing such information
- Sponsor users can filter and/or sort how the advertising users and their posts are displayed
- Eligibility can be defined based on sponsor needs and/or advertiser user demographics, previous postings, and/or the like to permit and/or prevent eligibility to advertise specific information
- Additional required and optional fields can be added to sponsor information
- Users can be alerted when new information is submitted, advertised, and/or the like
- Digital advertising posts can be limited to sponsor preferred media/audiences or expanded beyond social networking sites to any digital content and/or the like
- Users can connect within and across industries, companies, etc. for career opportunities such as jobs, internships, mentoring, etc.
- Users can submit questions via text message, email, and/or other messaging channel and they will be directed to the appropriate career, industry, company, etc. experts to answer, using same or different messaging channel from how the question was submitted
- Questions and/or communications submitted via Facebook, Twitter, and/or other social media networks can be directed to users and/or the appropriate career, industry, company, etc. experts for comment and follow-up
- Additional criteria can be incorporated for selecting similar users and/or career paths
- Users can find other users that are in their industry, company, geographical area, etc. and on the same career path
- Users can save specific career path or paths locally and/or share on social media
- Users can view their resources, save information, and/or receive information to a profile page specific for each user

- Freelancing sites such as Guru, UpWork, Real Time Cases, and other job opportunity sites can be integrated to further enhance the end to end experience from job search to job experience
- Workday integration to allow users to connect through Workday, streamline goals and objectives information, and share/receive information
- Ability to virtually shadow users to experience various career, industry, company, etc. in addition to day in the life information from users or from other sources containing such information
- Since the invention spans across industries, companies, etc., it may offer features similar to an umbrella or parent organization; for example, summer weekly internship fellows (SWIFs) that intern at various companies but are members of this invention's community
- Word cloud for selected career based on text and keywords from industries, companies, job positions, career descriptions, colleges, universities, majors, conferences, groups, etc.
- Users of like career paths can receive notifications about each other in the community and are given the opportunity to gift resources such as classes, training, internships, etc. and/or comment/message with other users
- Messaging between users online and offline
- Integration of salary information externally sourced and incorporated into career path mapping
- External articles and resources visualized, grouped together, and filterable for relevant careers
- How to content, video, publications, etc. can be produced and displayed about this invention, inventors, and/or others associated with this invention
- Algorithms, clustering techniques, machine learning, etc. may be modified and enhanced
- Blog posts, articles, publications, and/or the like added generally or specifically to a career, company, industry, etc. and accessible in alternative ways using alternative filtering and visualizations
- Functionality to schedule time with others can be incorporated
- Highlight companies, colleges, universities, majors, etc. considered the top or best in category; top undergraduate programs for video game design by Princeton Review as an example

In summary, the assessments, methods, and systems **130** of this invention provide a more complete, end-to-end career development experience enabling advertiser users **101C** to sponsor career path information and all users **101** to provide career guidance in the form of comments **409**, contribute their own career path **507**, find jobs **425**, and view suggested career paths **430** and collapsible indented trees **410** to find industries **413**, companies **414**, jobs **415**, education **416**, degrees **417**, colleges & universities **418**, online courses **421** and specializations **420**, conferences, groups, and meetups **422**. Other alternative ways this invention could be implemented may involve additional functionality, data, and benefits to support the advantages and claims of this invention.

While the invention has been illustrated and described in detail in the drawings and foregoing description, the same is to be considered as illustrative and not restrictive in character, it being understood that only the preferred embodiment has been shown and described and that all equivalents, changes, and modifications that come within the spirit of the inventions as described herein are desired to be protected.

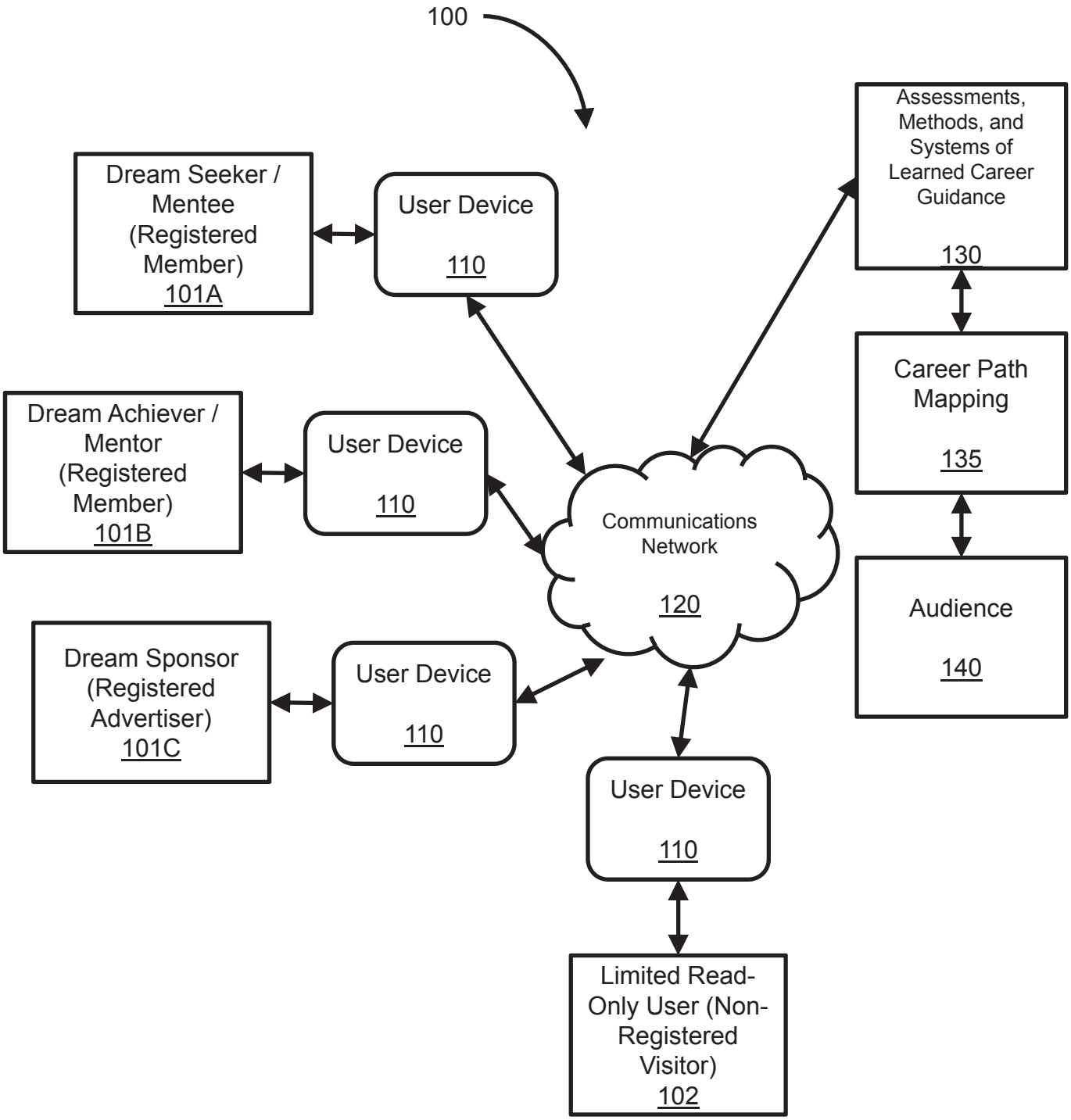
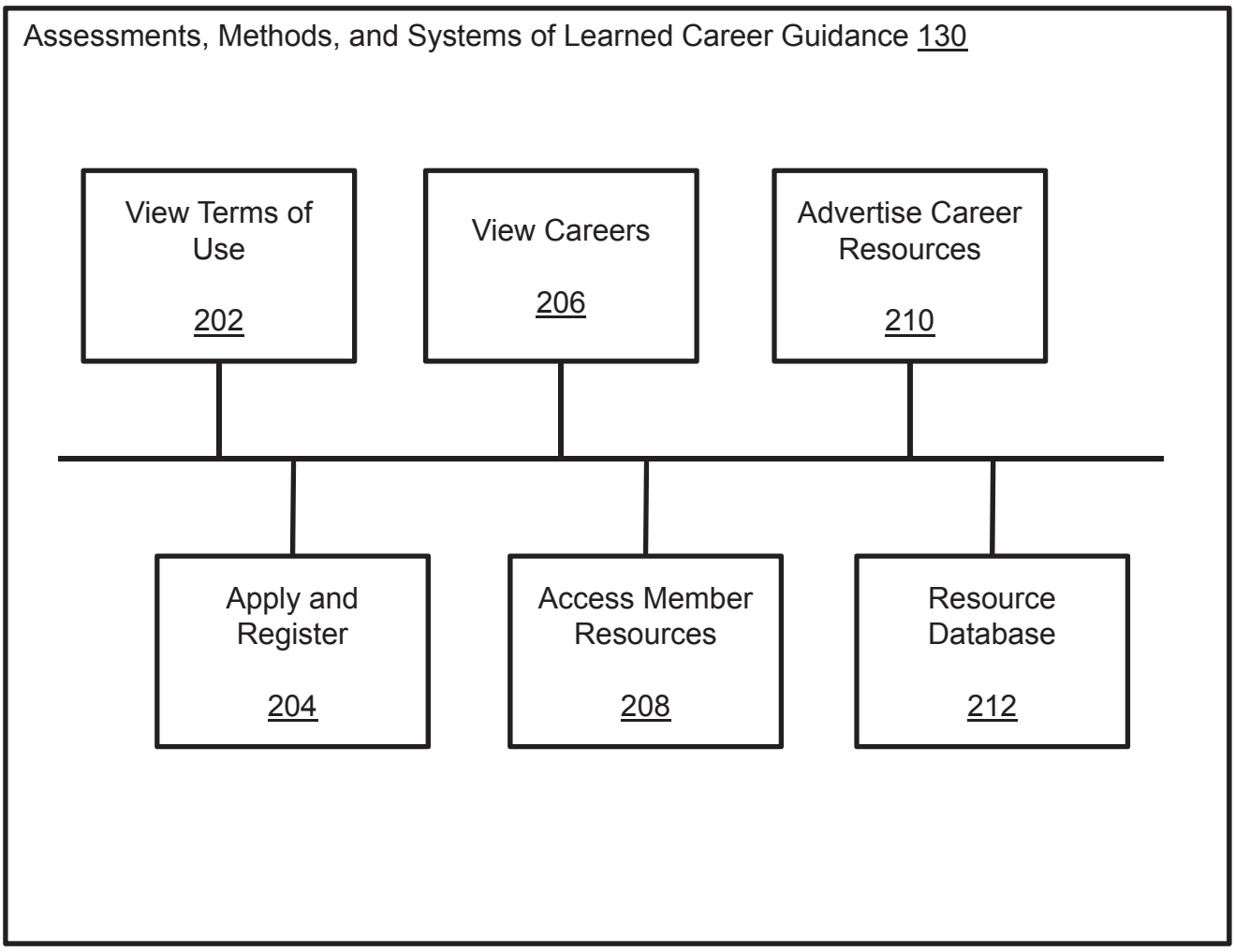

100
Dream Seeker / Mentee (Registered Member) 101A
User Device 110
Assessments, Methods, and Systems of Learned Career Guidance 130
Career Path Mapping 135
Audience 140
Dream Achiever / Mentor (Registered Member) 101B
User Device 110
Communications Network 120
Dream Sponsor (Registered Advertiser) 101C
User Device 110
User Device 110
Limited Read-Only User (Non-Registered Visitor) 102

FIG. 1


Assessments, Methods, and Systems of Learned Career Guidance 130
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View Careers
206
Advertise Career Resources
210
Apply and Register
204
Access Member Resources
208
Resource Database
212

FIG. 2

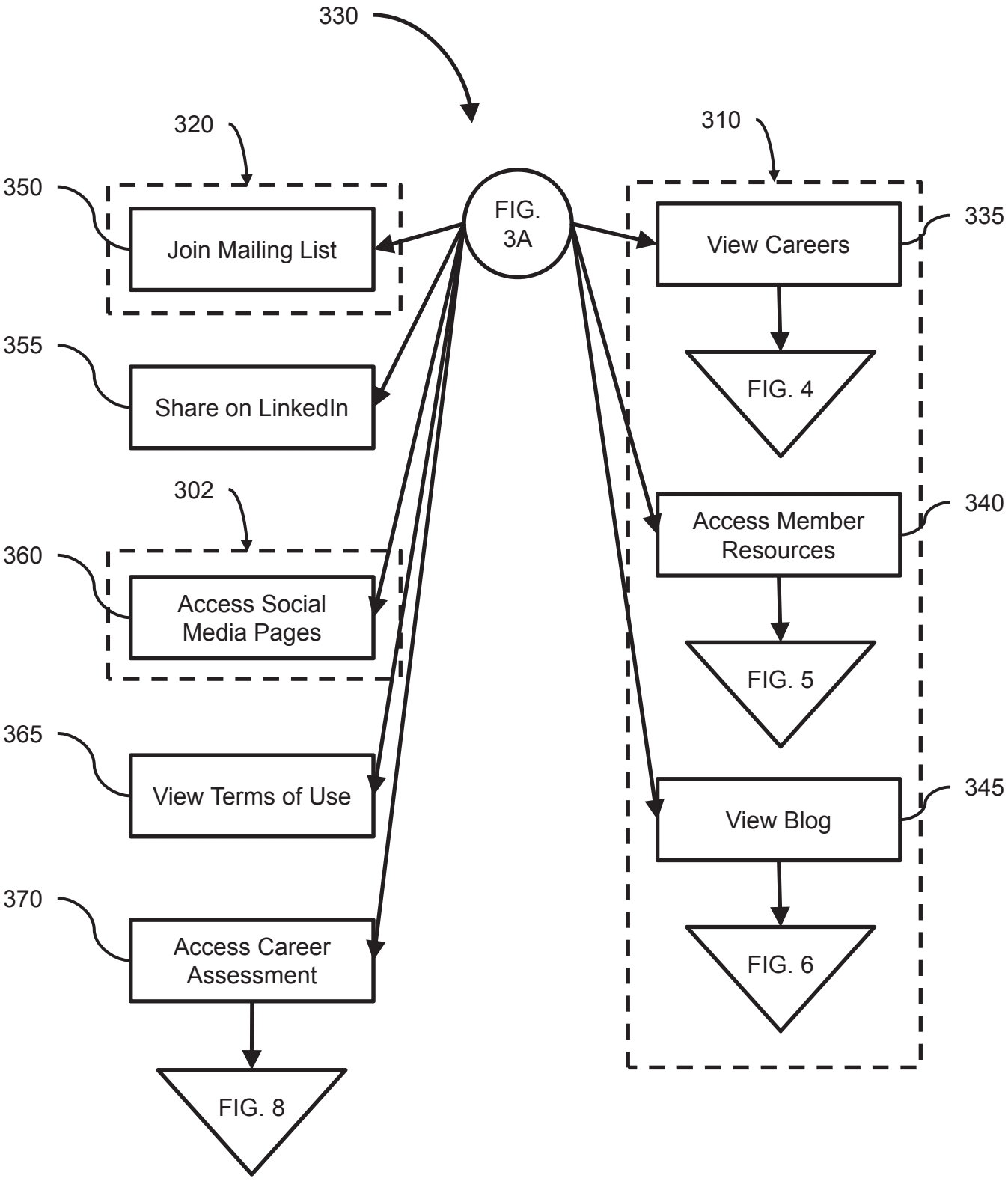
330
320
310
350
FIG. 3A
Join Mailing List
View Careers
335
355
FIG. 4
Share on LinkedIn
302
Access Member Resources
340
360
Access Social Media Pages
FIG. 5
365
View Terms of Use
View Blog
345
370
Access Career Assessment
FIG. 6
FIG. 8

FIG. 3

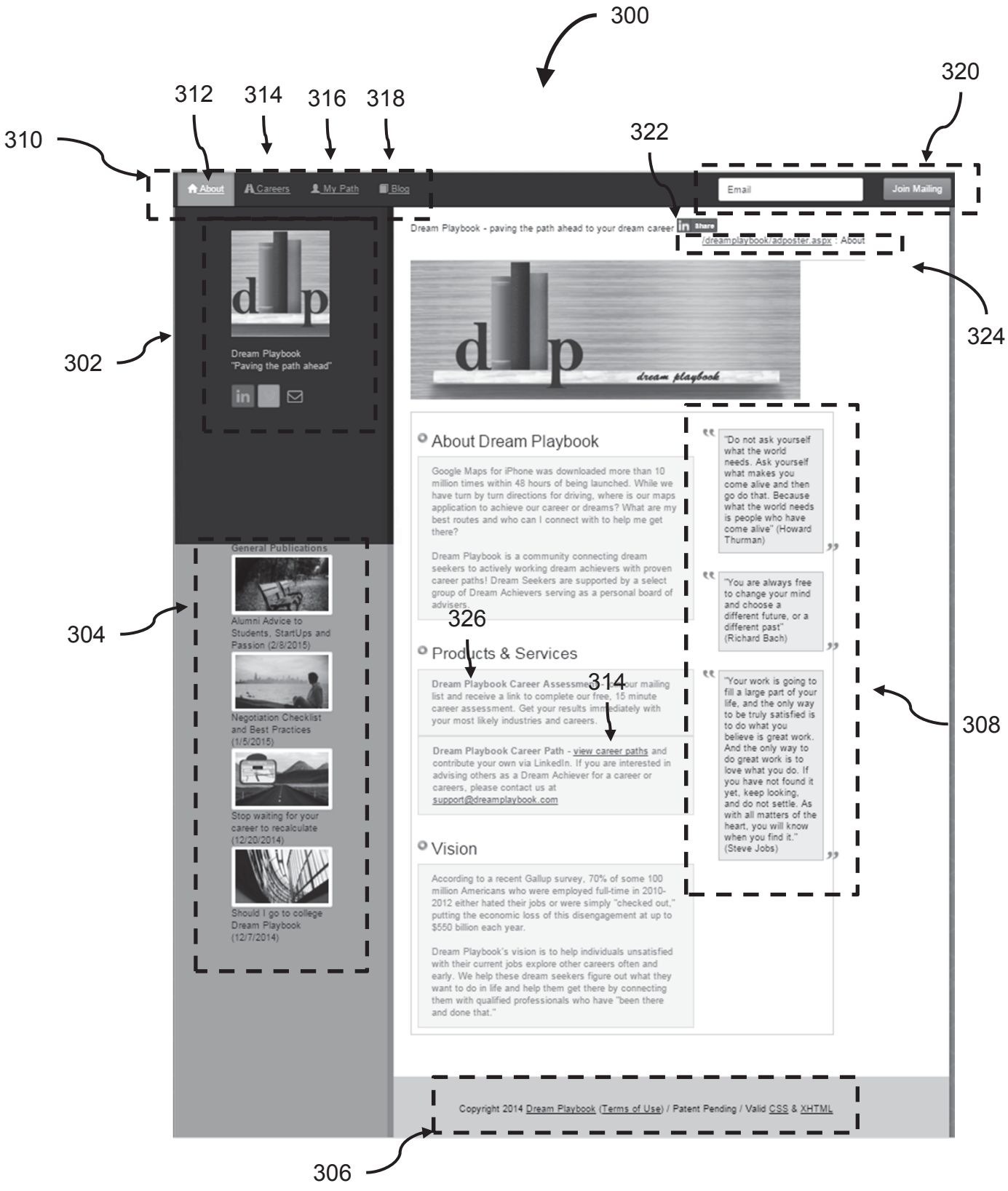
300
310
312
314
316
318
320
322
324
302
304
306
308
326
About
Careers
My Path
Blog
Email
Join Mailing
Dream Playbook - paving the path ahead to your dream career
/dreamplaybook/adposter.aspx : About
Dream Playbook
"Paving the path ahead"
dream playbook
About Dream Playbook
Google Maps for iPhone was downloaded more than 10 million times within 48 hours of being launched. While we have turn by turn directions for driving, where is our maps application to achieve our career or dreams? What are my best routes and who can I connect with to help me get there?
Dream Playbook is a community connecting dream seekers to actively working dream achievers with proven career paths! Dream Seekers are supported by a select group of Dream Achievers serving as a personal board of advisers.
"Do not ask yourself what the world needs. Ask yourself what makes you come alive and then go do that. Because what the world needs is people who have come alive" (Howard Thurman)
"You are always free to change your mind and choose a different future, or a different past" (Richard Bach)
"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you have not found it yet, keep looking, and do not settle. As with all matters of the heart, you will know when you find it." (Steve Jobs)
Products & Services
Dream Playbook Career Assessment - our mailing list and receive a link to complete our free, 15 minute career assessment. Get your results immediately with your most likely industries and careers.
Dream Playbook Career Path - view career paths and contribute your own via LinkedIn. If you are interested in advising others as a Dream Achiever for a career or careers, please contact us at support@dreamplaybook.com
Vision
According to a recent Gallup survey, 70% of some 100 million Americans who were employed full-time in 2010-2012 either hated their jobs or were simply "checked out," putting the economic loss of this disengagement at up to $550 billion each year.
Dream Playbook's vision is to help individuals unsatisfied with their current jobs explore other careers often and early. We help these dream seekers figure out what they want to do in life and help them get there by connecting them with qualified professionals who have "been there and done that."
General Publications
Alumni Advice to Students, StartUps and Passion (2/8/2015)
Negotiation Checklist and Best Practices (1/5/2015)
Stop waiting for your career to recalculate (12/20/2014)
Should I go to college Dream Playbook (12/7/2014)
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FIG.3A

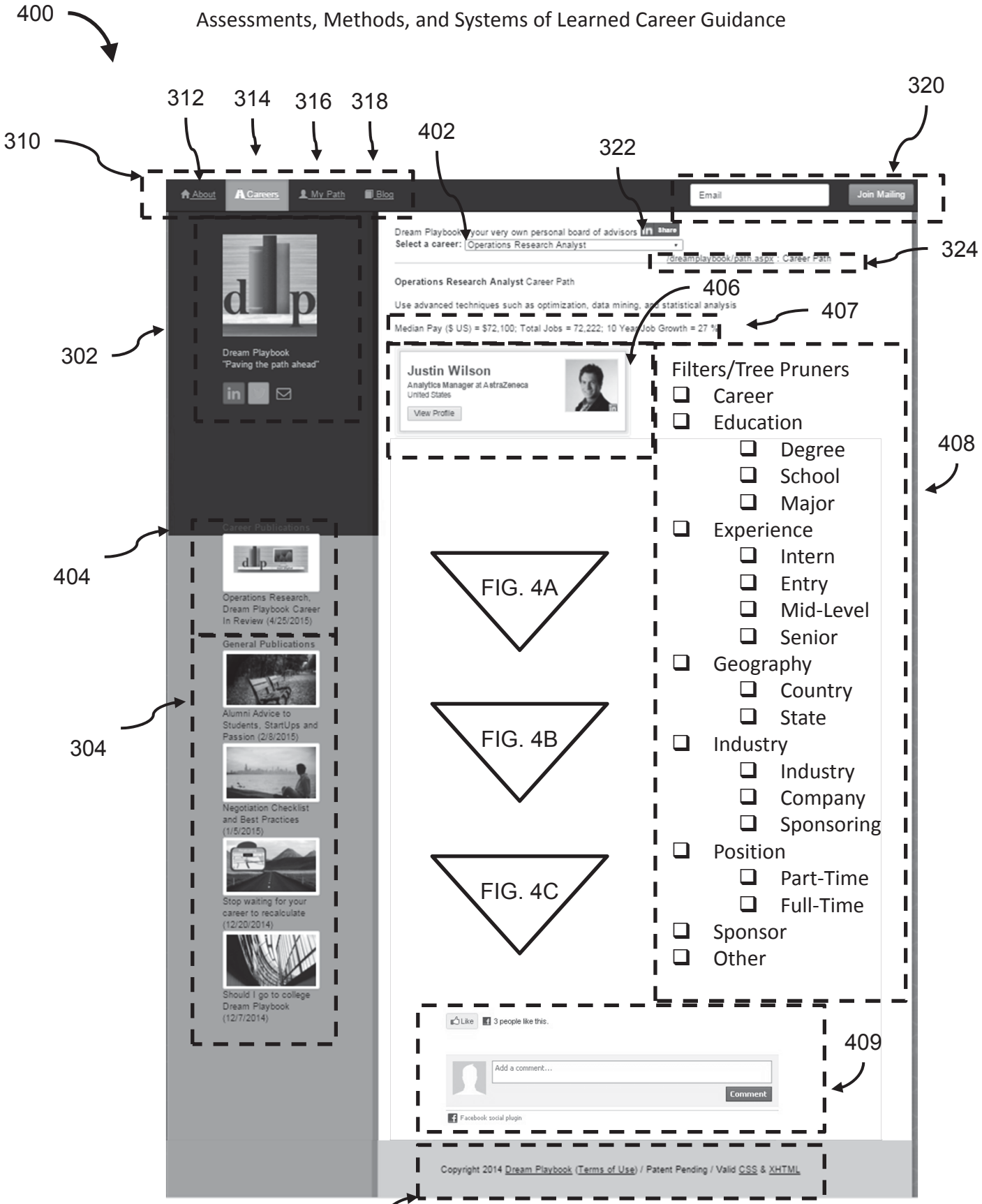
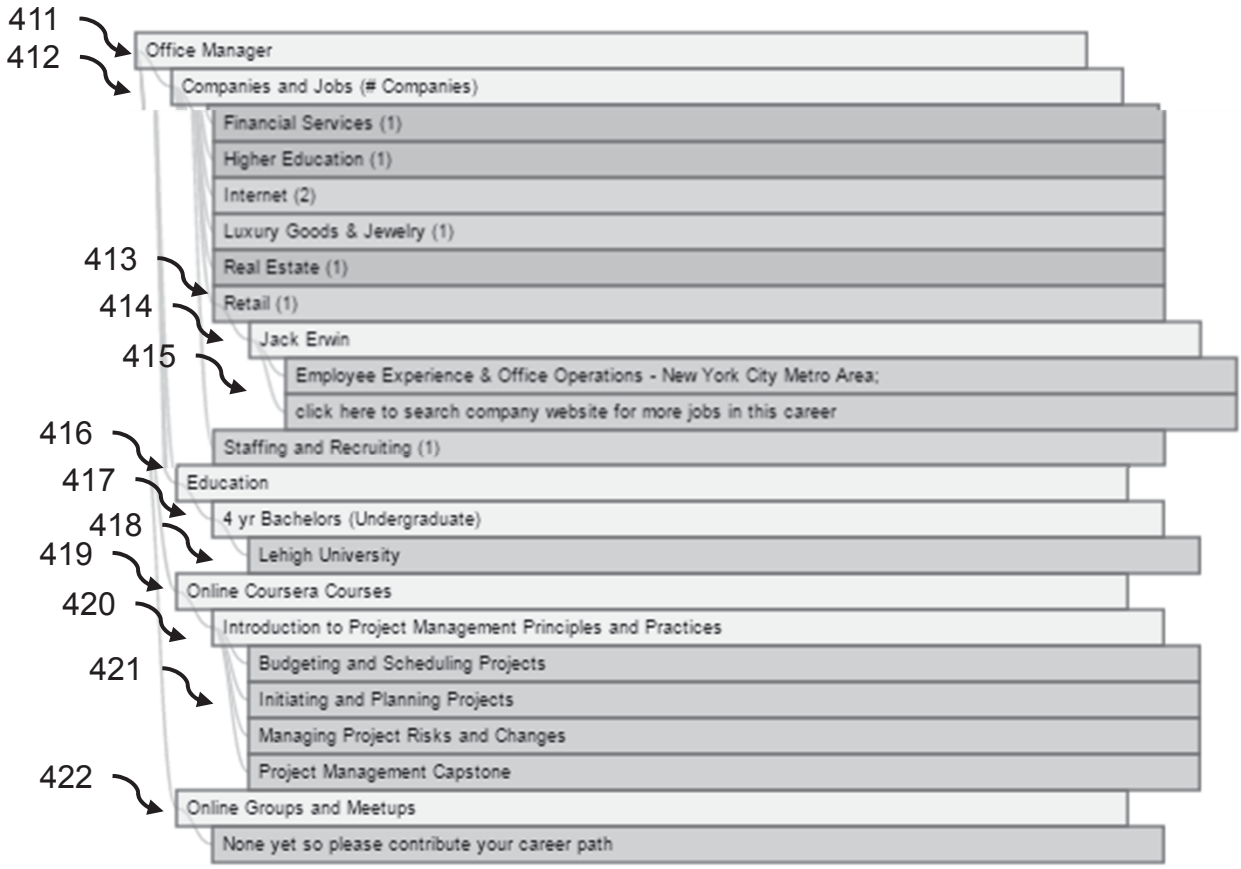

400
312
314
316
318
310
402
322
320
About
Careers
My Path
Blog
Email
Join Mailing
Dream Playbook your very own personal board of advisors
Select a career: Operations Research Analyst
/dreamplaybook/path.aspx : Career Path
324
Operations Research Analyst Career Path
Use advanced techniques such as optimization, data mining, and statistical analysis
406
407
Median Pay ($ US) = $72,100; Total Jobs = 72,222; 10 Year Job Growth = 27 %
302
Dream Playbook
"Paving the path ahead"
Justin Wilson
Analytics Manager at AstraZeneca
United States
View Profile
Filters/Tree Pruners
Career
Education
Degree
School
Major
Experience
Intern
Entry
Mid-Level
Senior
Geography
Country
State
Industry
Industry
Company
Sponsoring
Position
Part-Time
Full-Time
Sponsor
Other
408
404
Career Publications
Operations Research, Dream Playbook Career In Review (4/25/2015)
General Publications
Alumni Advice to Students, StartUps and Passion (2/8/2015)
304
Negotiation Checklist and Best Practices (1/5/2015)
Stop waiting for your career to recalculate (12/20/2014)
Should I go to college Dream Playbook (12/7/2014)
FIG. 4A
FIG. 4B
FIG. 4C
Like
3 people like this.
Add a comment...
Comment
Facebook social plugin
409
Copyright 2014 Dream Playbook (Terms of Use) / Patent Pending / Valid CSS & XHTML
306

FIG. 4

425

Click on industry and company to search website. Find Jobs



411: Career
- 412: Companies & Jobs
  - 413: Industry
    - 414: Company
      - 415: Job

416: Education
- 417: Degree
  - 418: School

419: Online Coursera Courses
- 420: Specialization
  - 421: Course

422: Online Groups & Meetups
- A. Conferences
- B. LinkedIn Groups
- C. Meetups

FIG. 4A

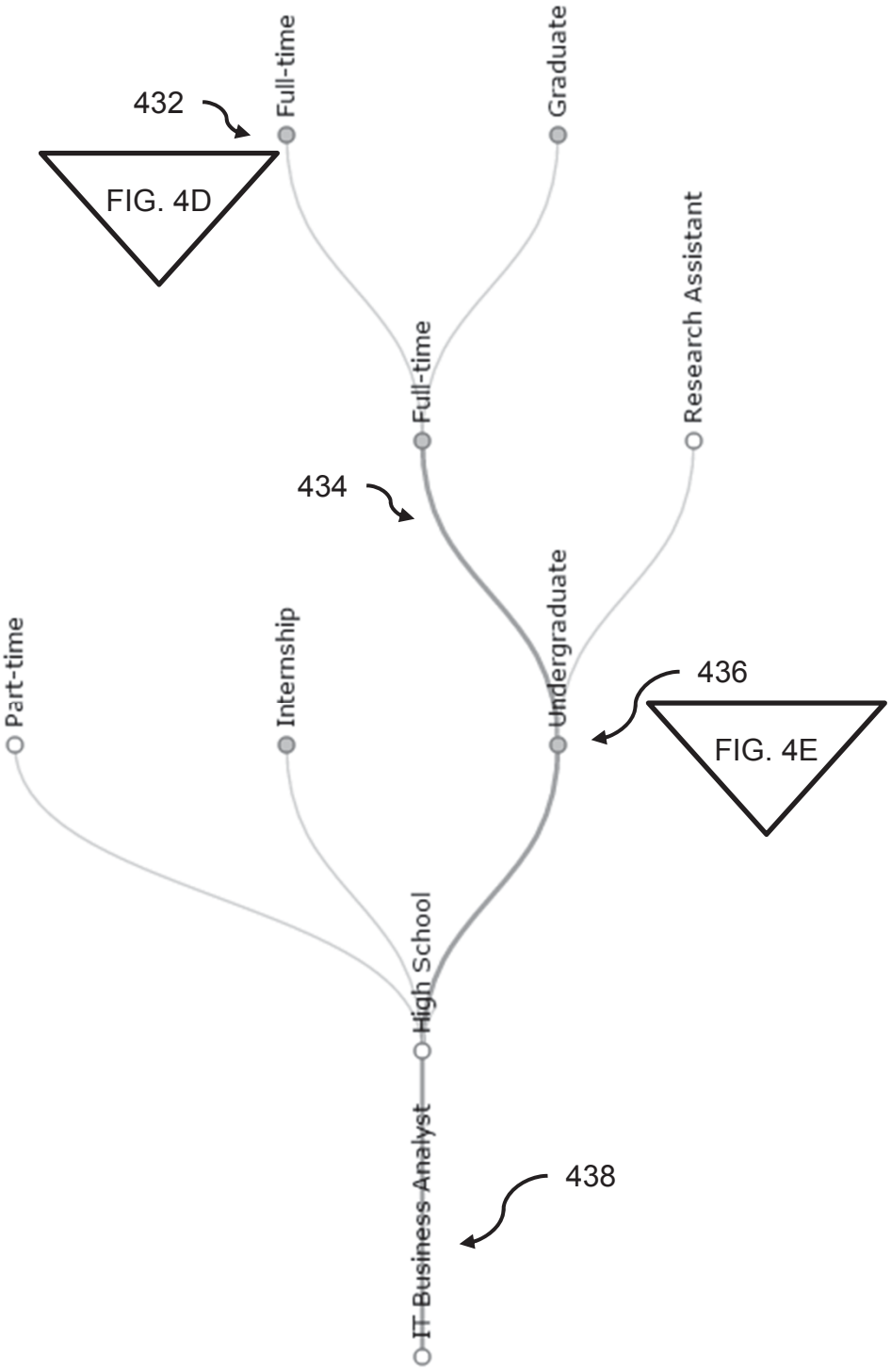

Full-time
Graduate
432
FIG. 4D
Full-time
Research Assistant
434
Undergraduate
Part-time
Internship
436
FIG. 4E
High School
IT Business Analyst
438

FIG. 4B

444

442

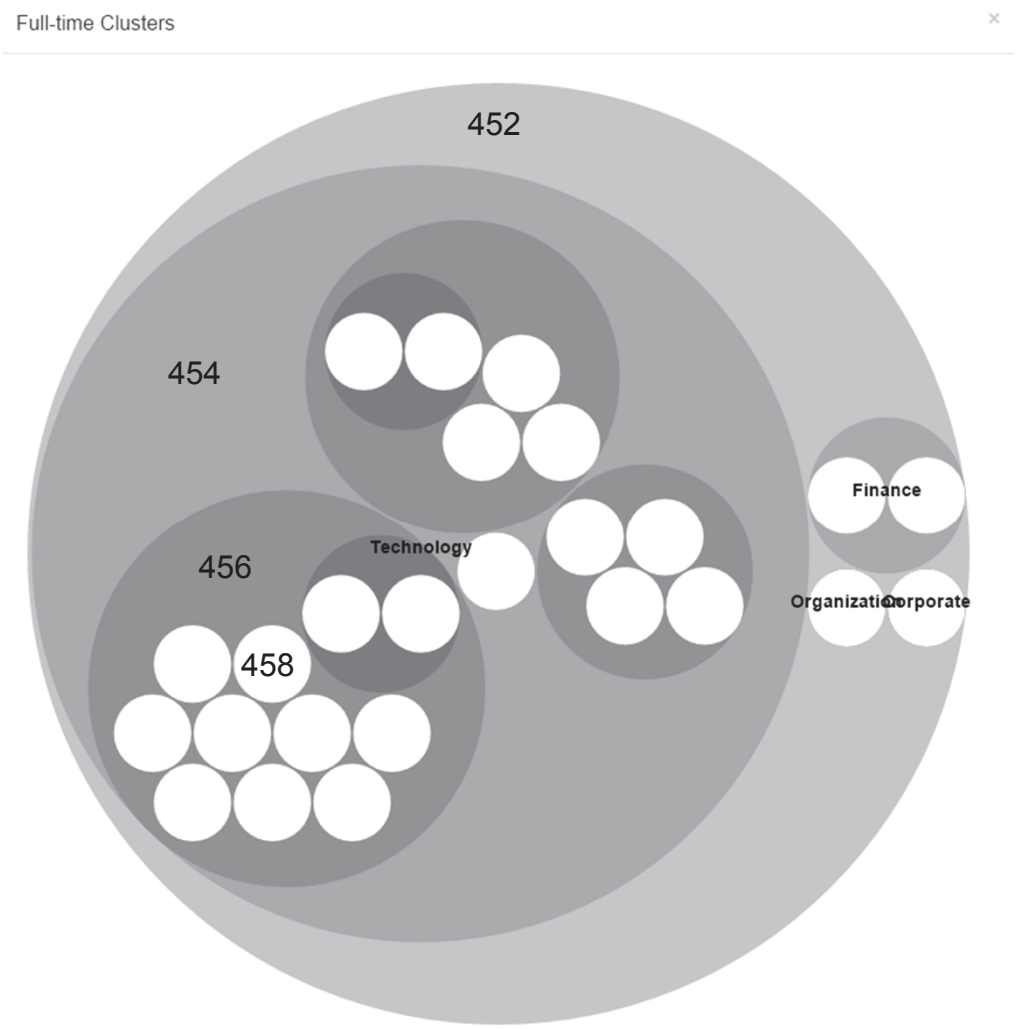
4 Years	8 Years	12 Years	16 Years	20 Years
High School				
	Extracurricular			
	Research Assistant			
	Part-time	Part-time		
	Internship			
	Undergraduate			
		Ed.M., Master of Education		
		Fellowship		
		Graduate		
		Full-time		
			MBA, Masters of Business Administration	

Pseudo code:

- Columns (444): for every 4 years
  - Rows (442): display career node description if majority of users that have contributed career path for the career selected were participating in that career node activity

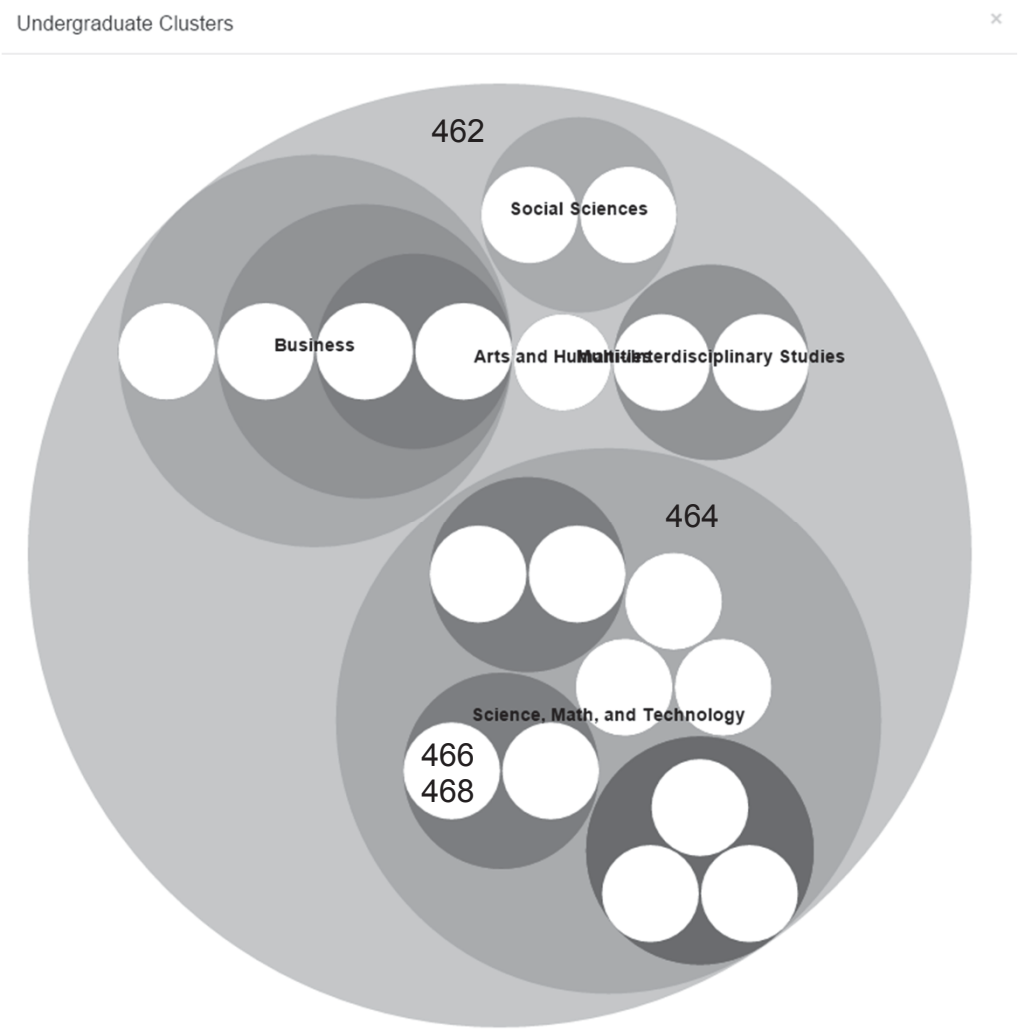
If career node occurs at multiple times or more than 4 years, display in multiple columns in the same career node row

FIG. 4C



Circle packed full-time clusters **450**
452: Industry Group (e.g. Technology)
454: Industry (e.g. Internet)
456: Company (e.g. LinkedIn)
458: User (e.g. id = 199)

Example of circle packed information hierarchies for full-time job experience



Circle packed undergraduate clusters **460**
462: Topic (e.g. Science, Math, and Technology)
464: Major (e.g. Computer Science)
466: University (e.g. Lehigh University)
468: User (e.g. id = 208)

Example of circle packed information hierarchies for undergraduate education

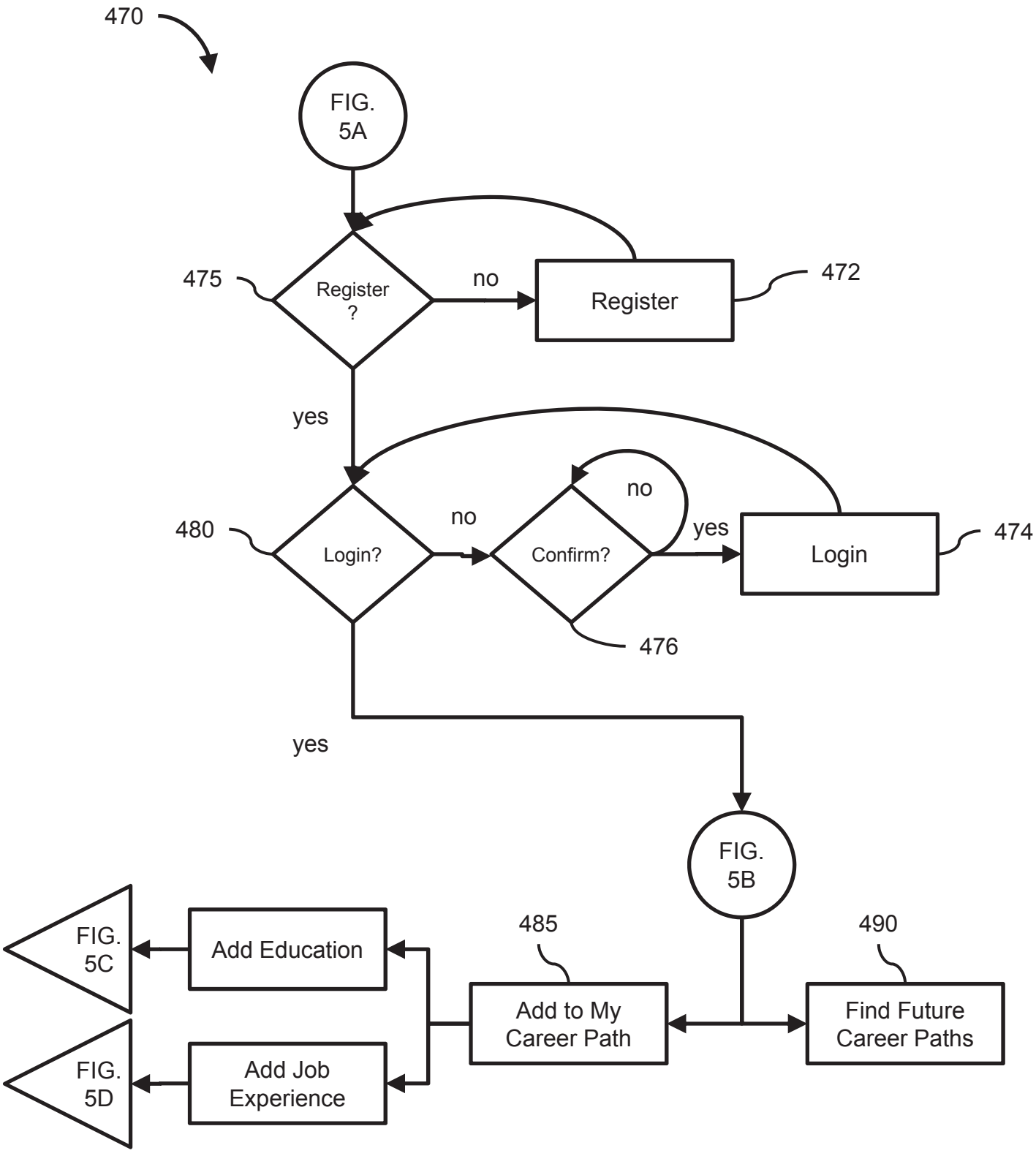

470
FIG. 5A
475
Register ?
no
Register
472
yes
480
Login?
no
Confirm?
no
yes
Login
474
476
yes
FIG. 5B
FIG. 5C
Add Education
485
Add to My Career Path
490
Find Future Career Paths
FIG. 5D
Add Job Experience

FIG. 5

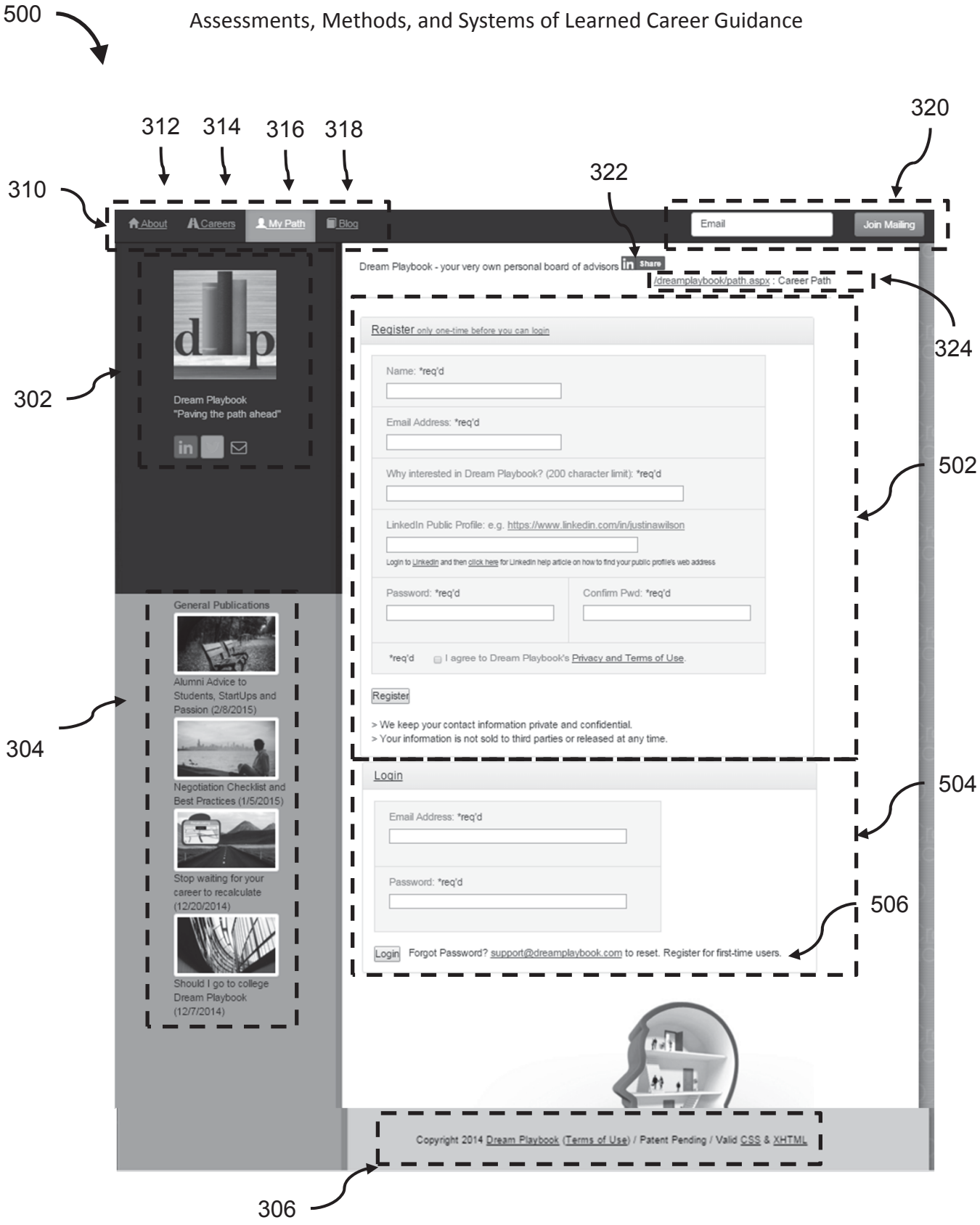

500
312
314
316
318
320
310
322
About
Careers
My Path
Blog
Email
Join Mailing
Dream Playbook - your very own personal board of advisors
Share
/dreamplaybook/path.aspx : Career Path
302
Dream Playbook
"Paving the path ahead"
324
Register only one-time before you can login
Name: *req'd
Email Address: *req'd
Why interested in Dream Playbook? (200 character limit): *req'd
502
LinkedIn Public Profile: e.g. https://www.linkedin.com/in/justinawilson
Login to LinkedIn and then click here for LinkedIn help article on how to find your public profile's web address
Password: *req'd
Confirm Pwd: *req'd
*req'd
I agree to Dream Playbook's Privacy and Terms of Use.
Register
> We keep your contact information private and confidential.
> Your information is not sold to third parties or released at any time.
304
General Publications
Alumni Advice to Students, StartUps and Passion (2/8/2015)
Negotiation Checklist and Best Practices (1/5/2015)
Stop waiting for your career to recalculate (12/20/2014)
Should I go to college Dream Playbook (12/7/2014)
Login
504
Email Address: *req'd
Password: *req'd
506
Login
Forgot Password? support@dreamplaybook.com to reset. Register for first-time users.
Copyright 2014 Dream Playbook (Terms of Use) / Patent Pending / Valid CSS & XHTML
306

FIG. 5A

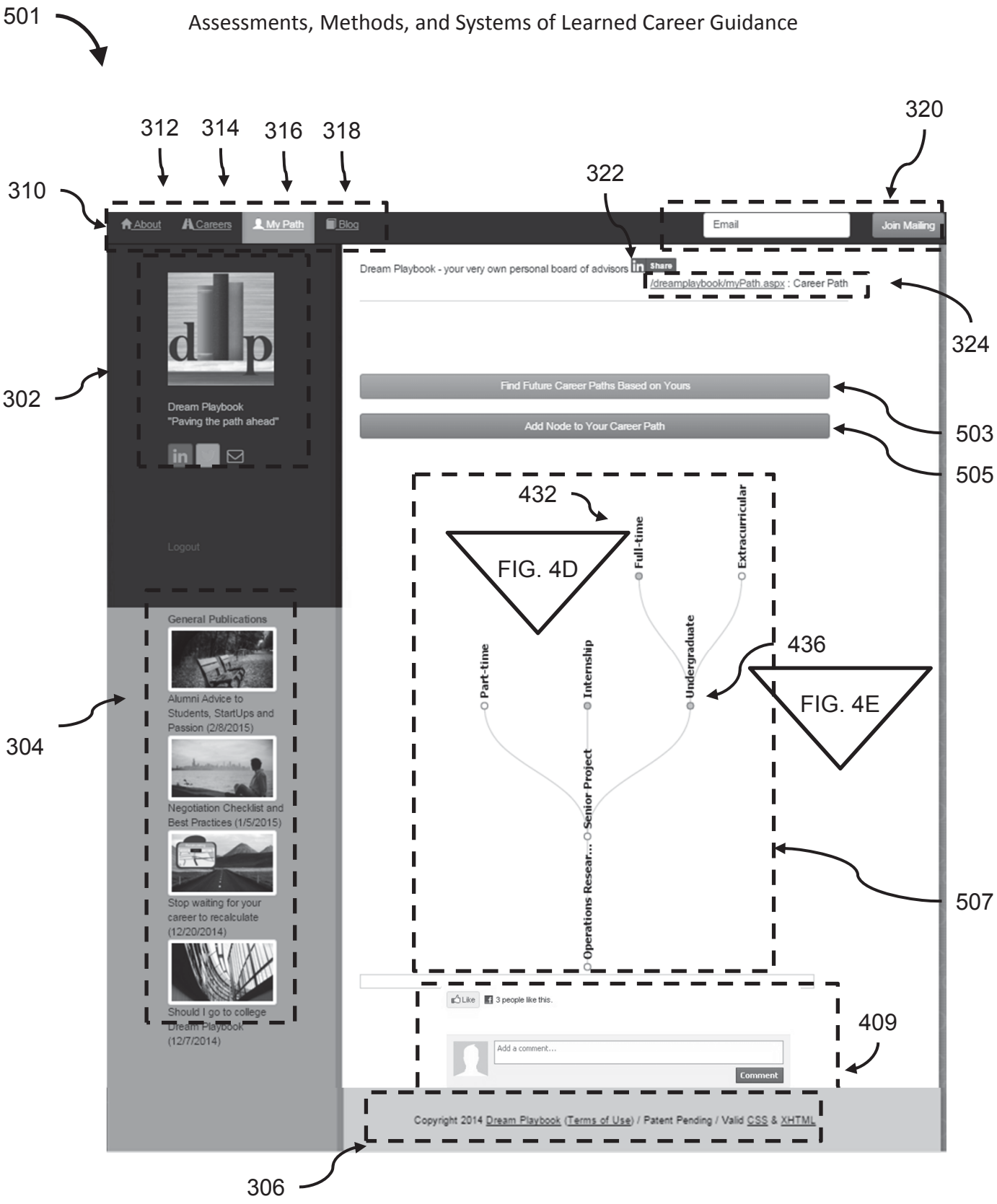

501
312
314
316
318
320
310
322
About
Careers
My Path
Blog
Email
Join Mailing
Dream Playbook - your very own personal board of advisors
Share
/dreamplaybook/myPath.aspx : Career Path
324
302
Dream Playbook
"Paving the path ahead"
Find Future Career Paths Based on Yours
Add Node to Your Career Path
503
505
Logout
432
FIG. 4D
Full-time
Extracurricular
Part-time
Internship
Undergraduate
436
FIG. 4E
Senior Project
Operations Resear...
304
General Publications
Alumni Advice to Students, StartUps and Passion (2/8/2015)
Negotiation Checklist and Best Practices (1/5/2015)
Stop waiting for your career to recalculate (12/20/2014)
Should I go to college Dream Playbook (12/7/2014)
507
Like
3 people like this.
409
Add a comment...
Comment
Copyright 2014 Dream Playbook (Terms of Use) / Patent Pending / Valid CSS & XHTML
306

FIG. 5B

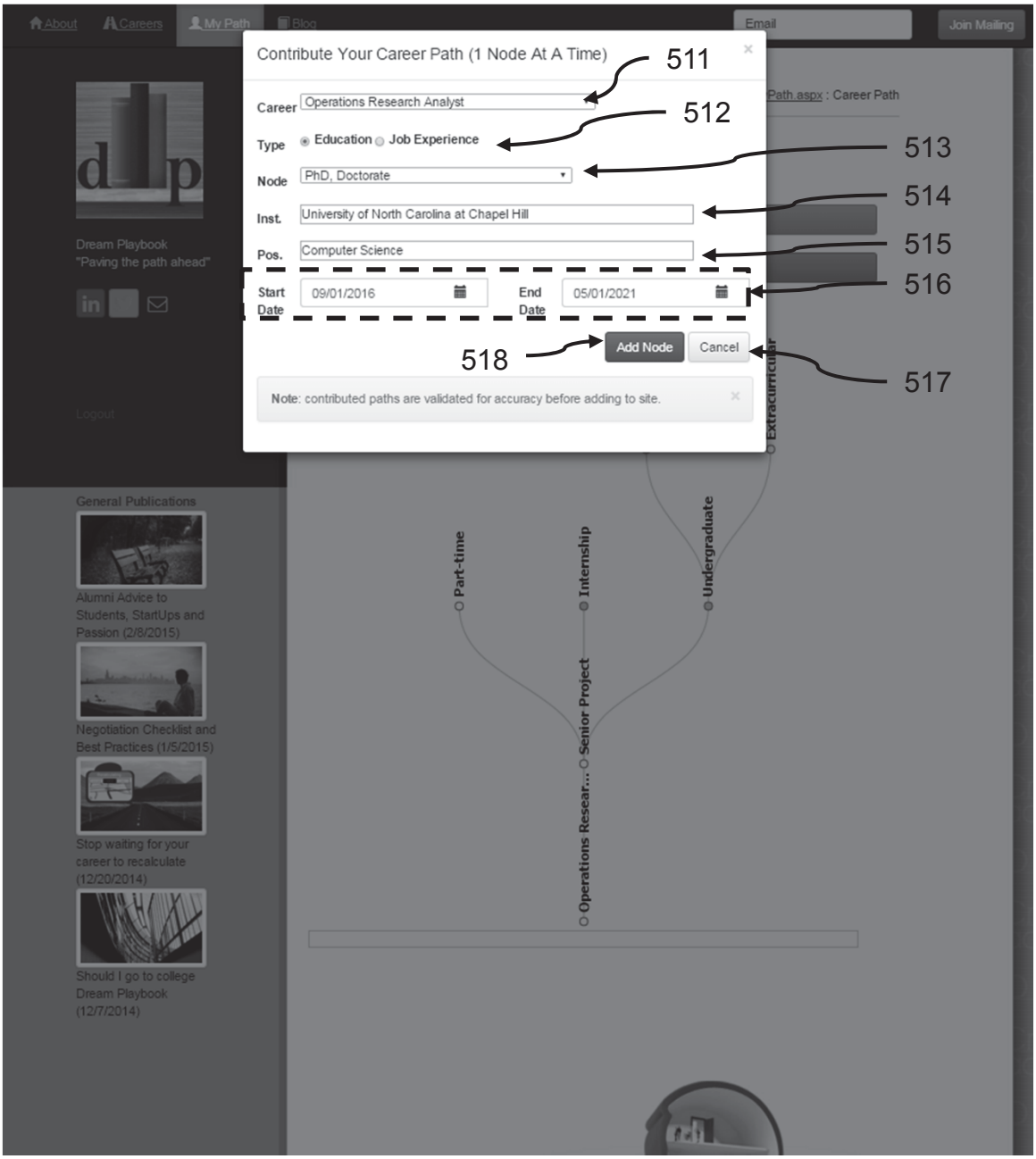

About
Careers
My Path
Blog
Email
Join Mailing
Contribute Your Career Path (1 Node At A Time)
511
Career
Operations Research Analyst
512
Type
Education
Job Experience
513
Node
PhD, Doctorate
514
Inst.
University of North Carolina at Chapel Hill
515
Pos.
Computer Science
516
Start Date
09/01/2016
End Date
05/01/2021
518
Add Node
Cancel
517
Note: contributed paths are validated for accuracy before adding to site.
Path.aspx : Career Path
Dream Playbook
"Paving the path ahead"
Logout
General Publications
Alumni Advice to Students, StartUps and Passion (2/8/2015)
Negotiation Checklist and Best Practices (1/5/2015)
Stop waiting for your career to recalculate (12/20/2014)
Should I go to college Dream Playbook (12/7/2014)
Extracurricular
Undergraduate
Internship
Part-time
Senior Project
Operations Resear...

FIG. 5C

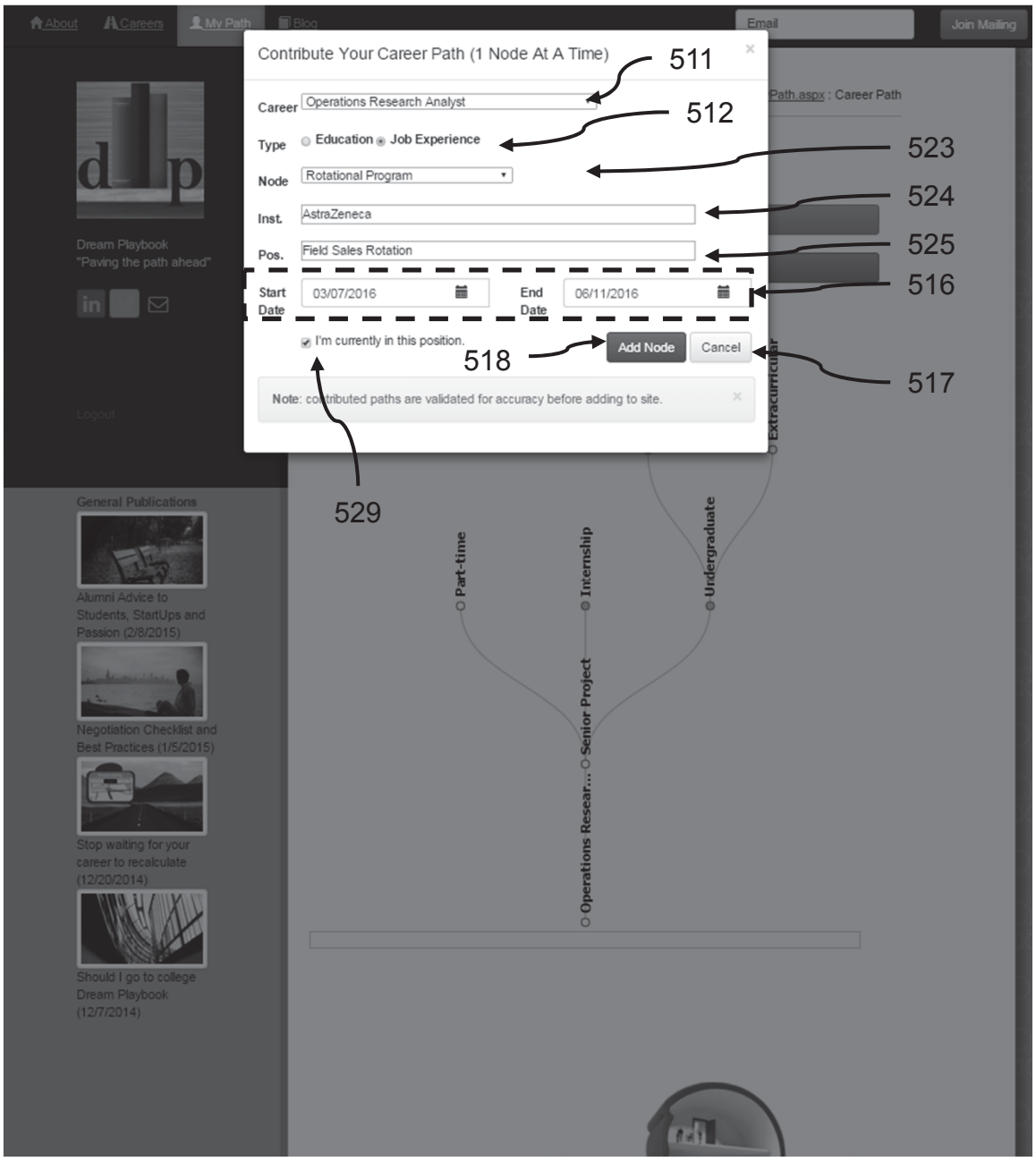

About
Careers
My Path
Blog
Email
Join Mailing
Contribute Your Career Path (1 Node At A Time)
511
Career
Operations Research Analyst
512
Type
Education
Job Experience
523
Node
Rotational Program
524
Inst.
AstraZeneca
525
Pos.
Field Sales Rotation
516
Start Date
03/07/2016
End Date
06/11/2016
I'm currently in this position.
518
Add Node
Cancel
517
Note: contributed paths are validated for accuracy before adding to site.
529
Path.aspx : Career Path
Dream Playbook
"Paving the path ahead"
Logout
General Publications
Alumni Advice to Students, StartUps and Passion (2/8/2015)
Negotiation Checklist and Best Practices (1/5/2015)
Stop waiting for your career to recalculate (12/20/2014)
Should I go to college Dream Playbook (12/7/2014)
Part-time
Internship
Undergraduate
Senior Project
Operations Resear...
Extracurricular

FIG. 5D

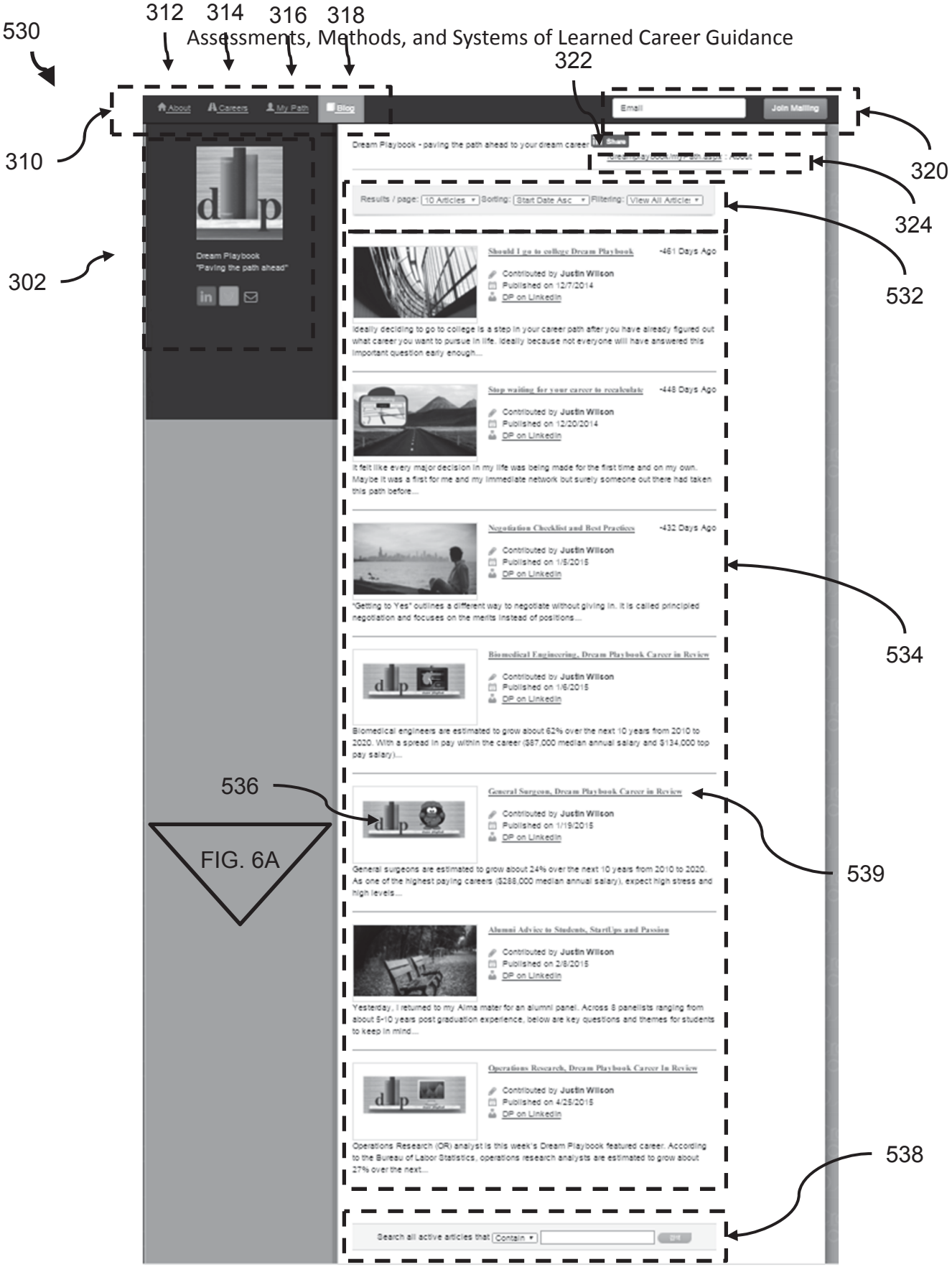

530
312
314
316
318
322
310
320
324
302
532
534
536
539
538
About
Careers
My Path
Blog
Email
Join Mailing
Dream Playbook
"Paving the path ahead"
Should I go to college Dream Playbook
Stop waiting for your career to recalculate
Negotiation Checklist and Best Practices
Biomedical Engineering, Dream Playbook Career in Review
General Surgeon, Dream Playbook Career in Review
Alumni Advice to Students, StartUps and Passion
Operations Research, Dream Playbook Career In Review

FIG. 6A

FIG. 6

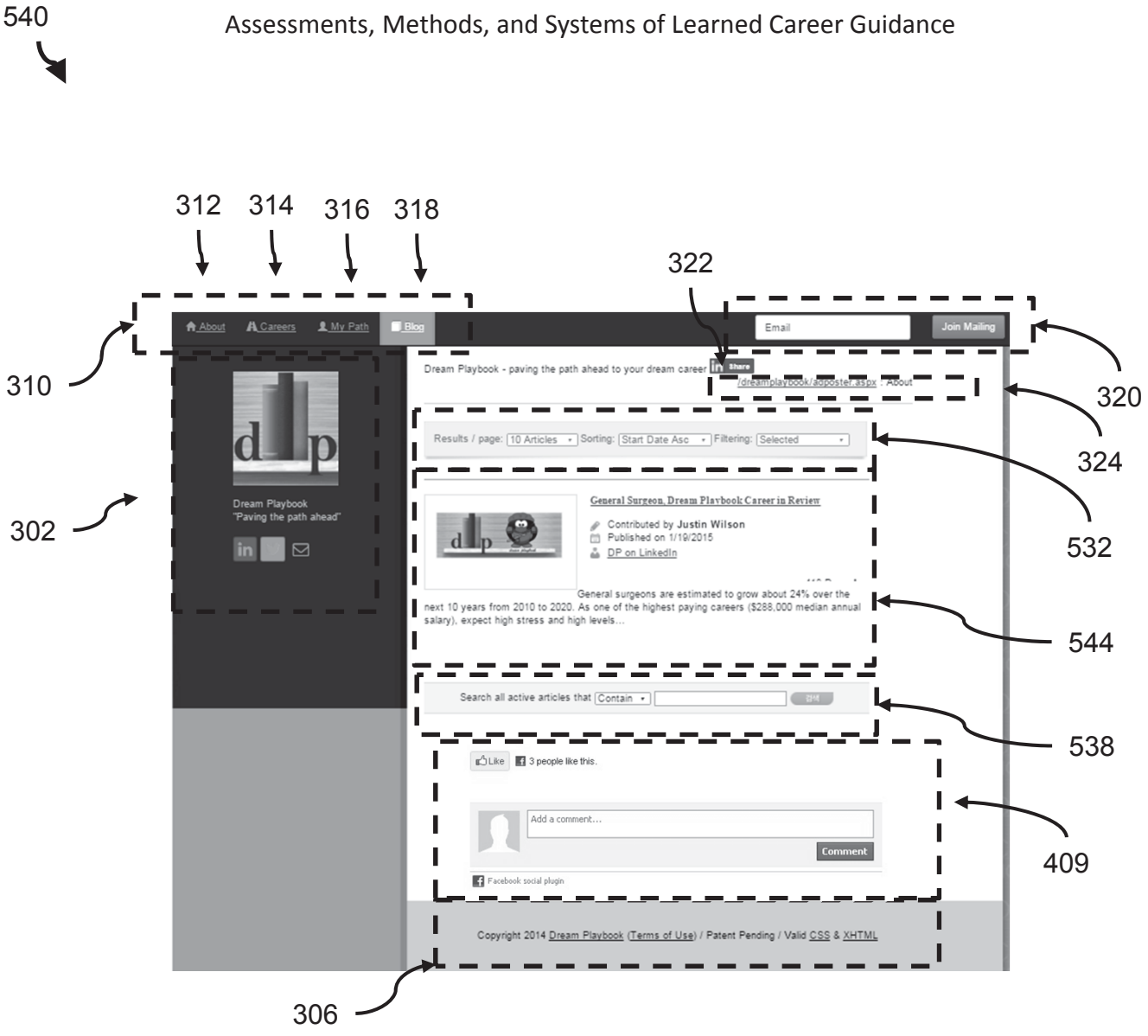

540
312
314
316
318
322
310
320
324
302
532
544
538
409
306
About
Careers
My Path
Blog
Email
Join Mailing
Dream Playbook - paving the path ahead to your dream career
Share
/dreamplaybook/adposter.aspx
About
Results / page: 10 Articles
Sorting: Start Date Asc
Filtering: Selected
Dream Playbook
"Paving the path ahead"
General Surgeon, Dream Playbook Career in Review
Contributed by Justin Wilson
Published on 1/19/2015
DP on LinkedIn
General surgeons are estimated to grow about 24% over the next 10 years from 2010 to 2020. As one of the highest paying careers ($288,000 median annual salary), expect high stress and high levels...
Search all active articles that Contain
Like
3 people like this.
Add a comment...
Comment
Facebook social plugin
Copyright 2014 Dream Playbook (Terms of Use) / Patent Pending / Valid CSS & XHTML

FIG. 6A

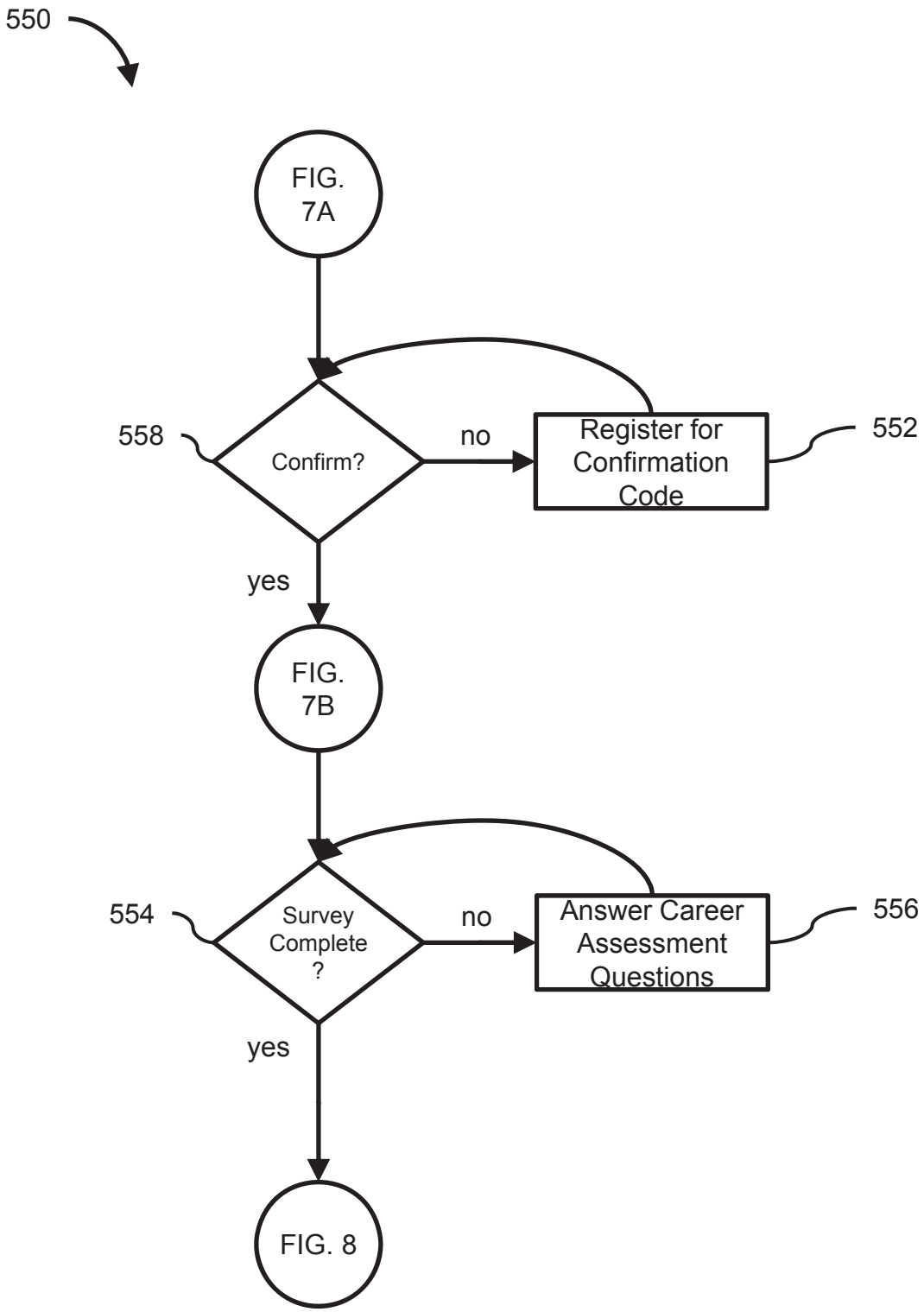
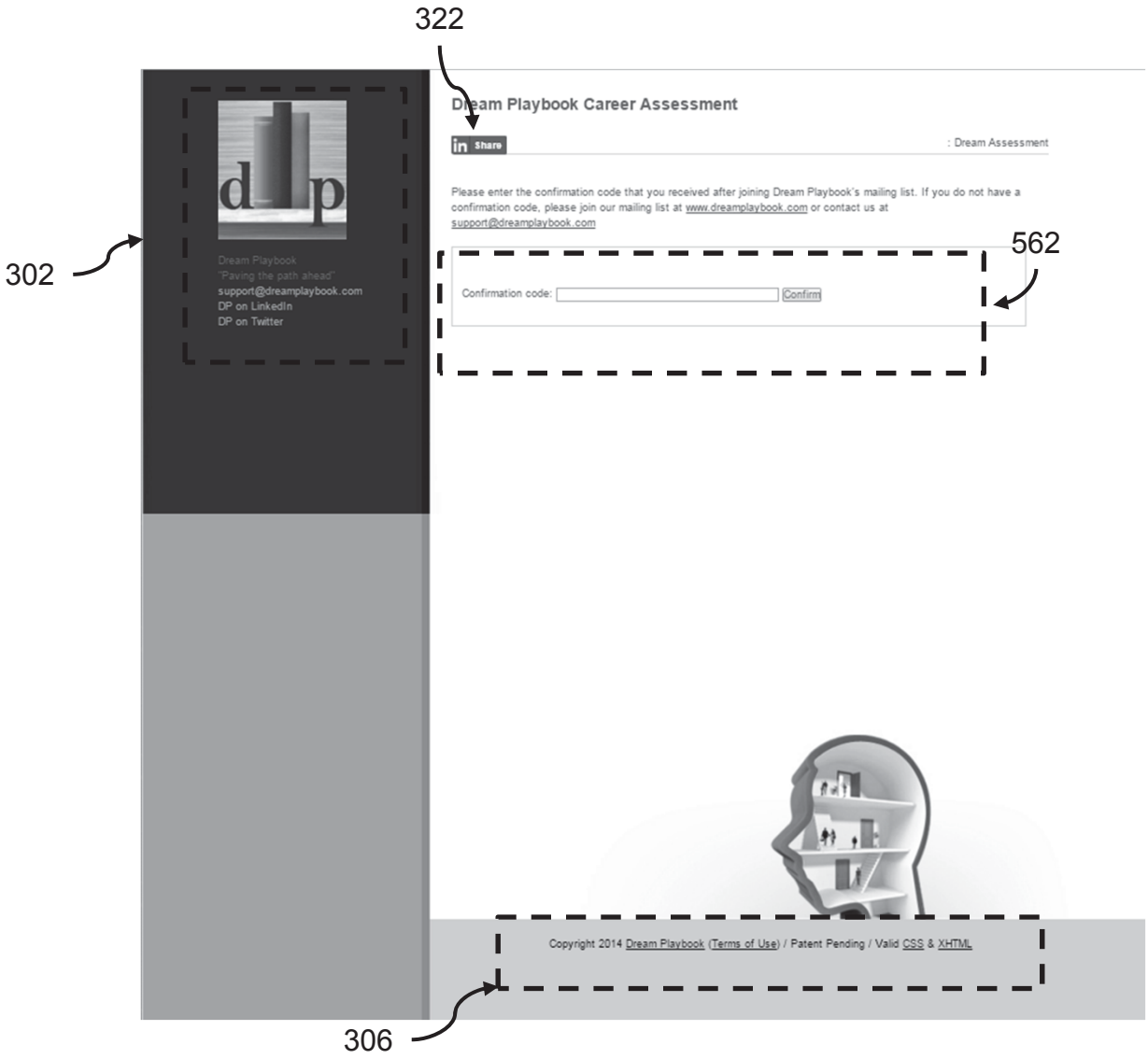

550
FIG. 7A
558
Confirm?
no
Register for Confirmation Code
552
yes
FIG. 7B
554
Survey Complete ?
no
Answer Career Assessment Questions
556
yes
FIG. 8

FIG. 7



System can be setup such that the career assessment can be completed without a confirmation code. However, there may be benefits of using a confirmation code; for example, to receive results or to store for later use along with other member resources.

FIG. 7A

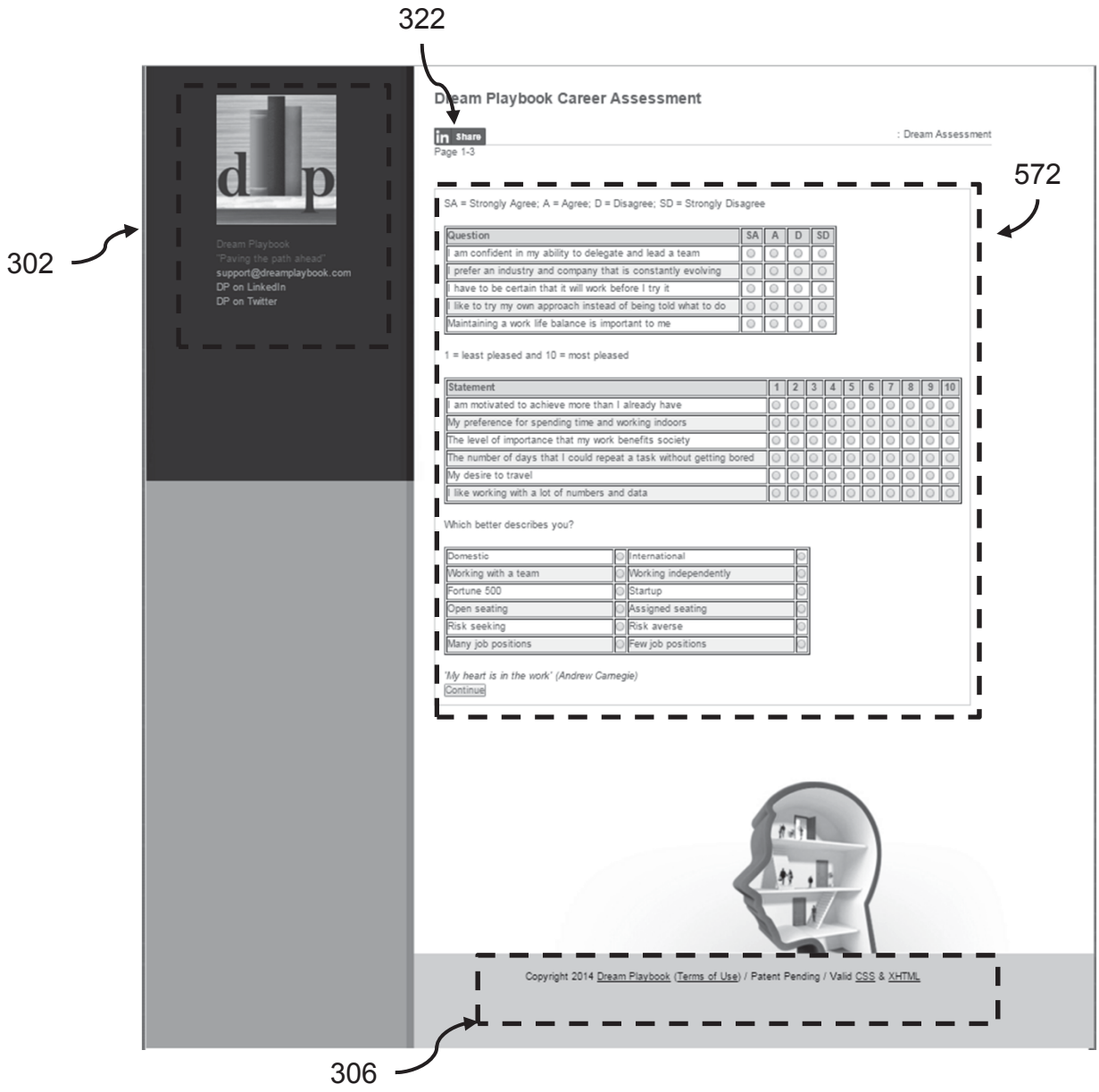

322
302
572
306
Dream Playbook Career Assessment
Share
: Dream Assessment
Page 1-3
Dream Playbook
"Paving the path ahead"
support@dreamplaybook.com
DP on LinkedIn
DP on Twitter
SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree
Question
SA
A
D
SD
I am confident in my ability to delegate and lead a team
I prefer an industry and company that is constantly evolving
I have to be certain that it will work before I try it
I like to try my own approach instead of being told what to do
Maintaining a work life balance is important to me
1 = least pleased and 10 = most pleased
Statement
1
2
3
4
5
6
7
8
9
10
I am motivated to achieve more than I already have
My preference for spending time and working indoors
The level of importance that my work benefits society
The number of days that I could repeat a task without getting bored
My desire to travel
I like working with a lot of numbers and data
Which better describes you?
Domestic
International
Working with a team
Working independently
Fortune 500
Startup
Open seating
Assigned seating
Risk seeking
Risk averse
Many job positions
Few job positions
'My heart is in the work' (Andrew Carnegie)
Continue
Copyright 2014 Dream Playbook (Terms of Use) / Patent Pending / Valid CSS & XHTML

FIG. 7B

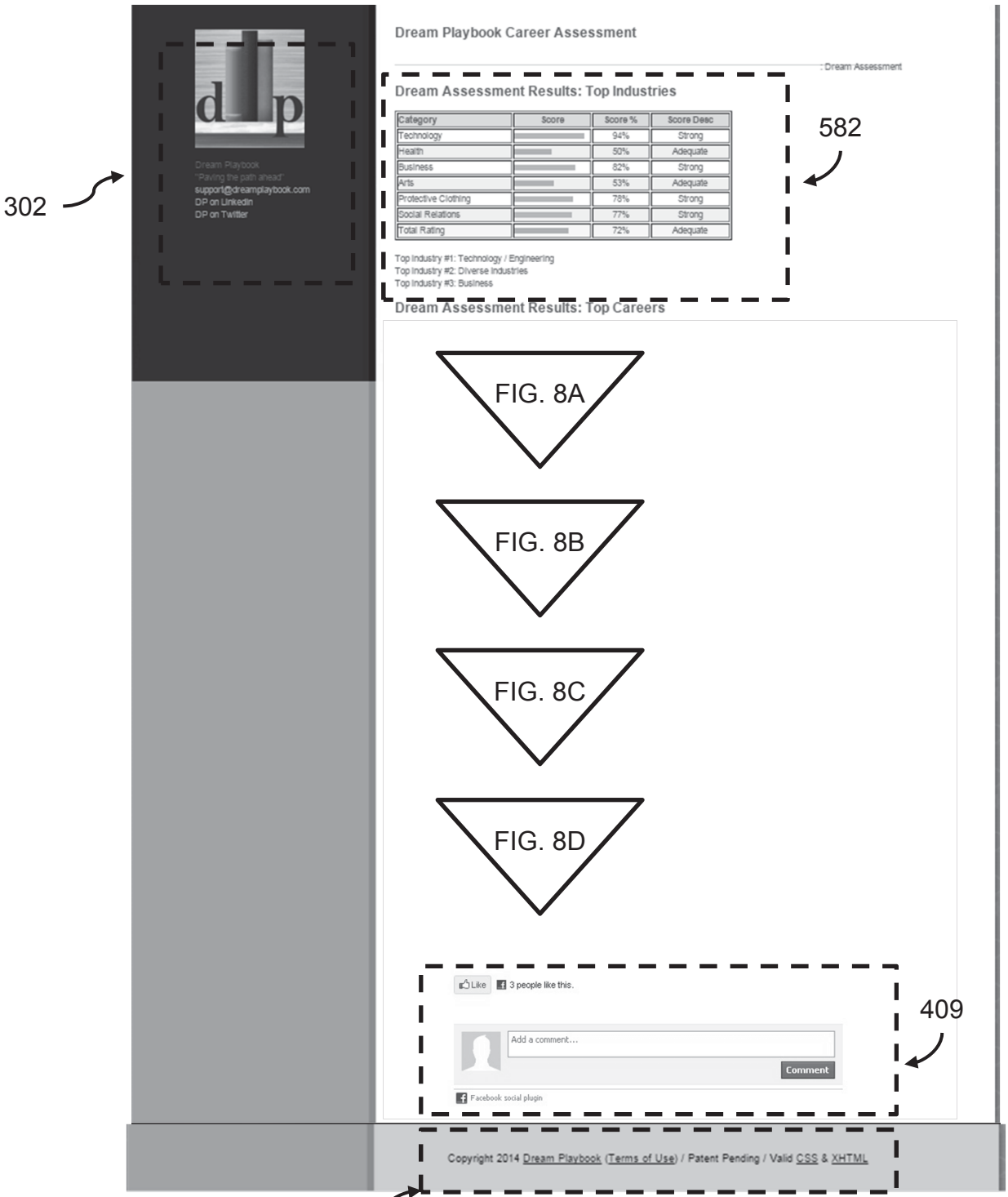

Dream Playbook Career Assessment
Dream Assessment Results: Top Industries
582
Category | Score | Score % | Score Desc
Technology | 94% | Strong
Health | 50% | Adequate
Business | 82% | Strong
Arts | 53% | Adequate
Protective Clothing | 78% | Strong
Social Relations | 77% | Strong
Total Rating | 72% | Adequate
Top Industry #1: Technology / Engineering
Top Industry #2: Diverse Industries
Top Industry #3: Business
Dream Assessment Results: Top Careers
302
Dream Playbook
"Paving the path ahead"
support@dreamplaybook.com
DP on LinkedIn
DP on Twitter
FIG. 8A
FIG. 8B
FIG. 8C
FIG. 8D
Like
3 people like this.
Add a comment...
Comment
Facebook social plugin
409
Copyright 2014 Dream Playbook (Terms of Use) / Patent Pending / Valid CSS & XHTML
306

FIG. 8

Category	Score	Score %	Score Desc
Consistency		69%	Adequate
Stress		72%	Adequate
Job Growth		100%	Strong
Total Jobs		10%	None
Pay		100%	Strong
Collaboration		94%	Strong
Flexibility		89%	Strong
Benefit to Society		33%	Weak
Personal Satisfaction		61%	Adequate
Travel		90%	Strong
Time Indoors		80%	Strong
Data		97%	Strong
Creativity		36%	Weak
Financial Management		88%	Strong
Education Level		100%	Strong
Total Rating		71%	Adequate

Scores by career assessment category based on questions answered. Each career has a unique signature/score by category. Careers are suggested for those with minimum differences between survey answers and career signature across above categories.

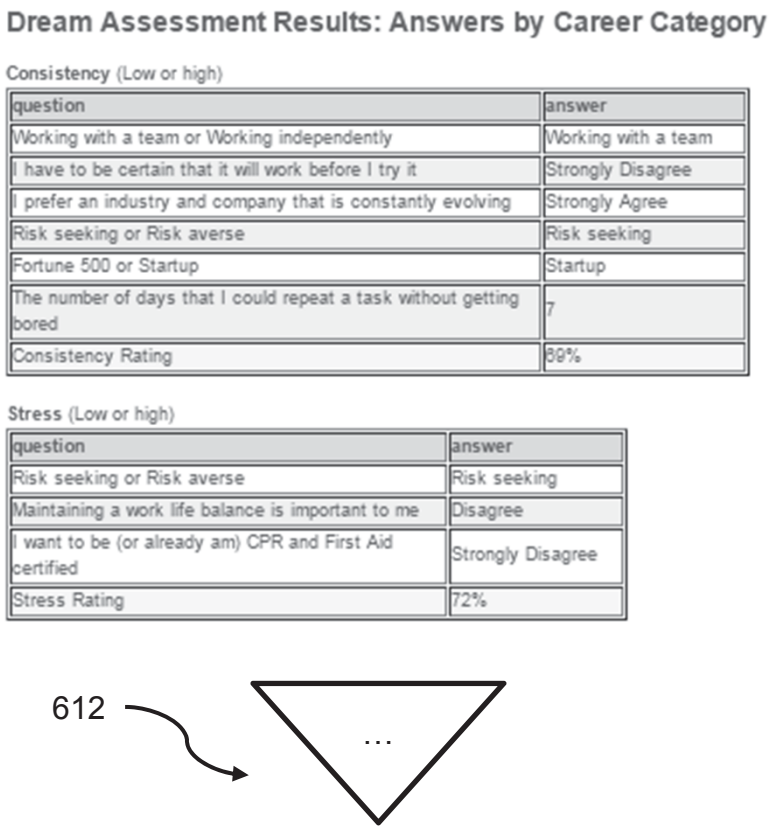
FIG. 8A

602

Rank	Career	Median Pay ($ US)	Total Jobs	10 Year Job Growth
1	IT Data Scientist	$124,000	28,200	19%
2	Applications Engineer	$87,000	520,800	28%
3	Patent Attorney	$175,000	728,200	10%
4	Consulting Software Eng	$122,000	520,800	28%
5	Research Analyst	$68,300	282,700	41%
6	Software Dev Manager	$123,000	307,900	18%
7	Web Developer	$62,500	141,791	20%
8	Web Analyst	$67,200	544,400	22%
9	Software Architect	$121,000	520,800	28%
10	Computer Sys Integrator	$84,000	347,200	28%
11	ERP Consultant	$103,000	718,800	22%
12	Software Developer	$88,700	520,800	28%
13	Software QA Manager	$105,000	307,900	18%
14	Pricing Analyst	$62,500	282,700	41%
15	Computer Systems Analyst	$79,680	521,224	25%
16	Data Management Analyst	$69,000	544,400	22%
17	UI Engineer	$92,100	520,800	28%
18	Construction Estimator	$65,700	185,400	36%
19	Info Assurance Analyst	$95,700	544,400	22%
20	Information Security Analyst	$86,170	75,068	37%
21	Computer Security Spec	$90,900	544,400	22%
22	Network Manager	$87,900	347,200	28%
23	Database Administrator	$88,800	110,800	31%
24	Tech Support Engineer	$74,800	717,100	18%
25	Network Security Analyst	$75,000	544,400	22%
26	Telecom Network Eng	$85,900	588,500	29%
27	Database Manager	$62,300	110,800	31%
28	IT Configuration Manager	$95,800	588,500	29%
29	IT Training Specialist	$66,200	217,700	28%
30	Portfolio Manager	$121,000	206,800	32%

Top 30 careers suggested with minimum differences between survey answers and career signatures.

FIG. 8B



Dream Assessment Results: Answers by Career Category

Consistency (Low or high)

question	answer
Working with a team or Working independently	Working with a team
I have to be certain that it will work before I try it	Strongly Disagree
I prefer an industry and company that is constantly evolving	Strongly Agree
Risk seeking or Risk averse	Risk seeking
Fortune 500 or Startup	Startup
The number of days that I could repeat a task without getting bored	7
Consistency Rating	89%

Stress (Low or high)

question	answer
Risk seeking or Risk averse	Risk seeking
Maintaining a work life balance is important to me	Disagree
I want to be (or already am) CPR and First Aid certified	Strongly Disagree
Stress Rating	72%

612 …

Career assessment results are summarized by displaying answers by category. In exemplary screen shot above, only first two category answers are displayed and remaining categories would be displayed underneath where the arrow ellipsis 612 is positioned.

FIG. 8C

Dream Assessment Results: Answers by Career Specific Questions

Career	question	answer
IT Data Scientist	Skilled professional who can mine and interpret the data	4
Applications Engineer	Create new or modify existing applications to meet client needs	8
Patent Attorney	File patent applications and protect the rights of the patent holder in court	8
Consulting Software Eng	Technical advice on how to implement a variety of client applications	8
Research Analyst	Industry expert, research, and consultancy to make decisions and set priorities	8
Software Dev Manager	Lead a team of developers to oversee product portfolios and emerging technology	3
Web Developer	Solid understanding of design principles, software programs, web applications, and programming languages	3
Web Analyst	Use analytic tools to measure website visitors and conversions	7
Software Architect	High level design and business decisions for holistic software systems	7
Computer Sys Integrator	Business process and enterprise application integration of subsystems into one system	7
ERP Consultant	Integrated view and information flow between core business processes	7
Software Developer	Writing code, debugging, and staying up-to-date on the latest software advancements	7
Software QA Manager	Test, maintain, and improve existing software to avoid future problems	6
Pricing Analyst	Develop pricing strategies to maximize profitability	5
Computer Systems Analyst	Find ways to make existing computer systems more efficient	5
Data Management Analyst	Direct data sources across systems and oversee validation and organization	2
UI Engineer	Establishing the look and feel of a software interface	5
Construction Estimator	Estimate time, money, materials, and labor for construction projects	4
Info Assurance Analyst	Interested in data being secure, accessible, and protected	3
Information Security Analyst	Risk assessment and defense planning by installing firewalls and data encryption programs	2
Computer Security Spec	Safeguard computer systems and eliminate viruses	2
Network Manager	Configuration management using network analyzers and server load balancers	2
Database Administrator	Basic task support, troubleshooting, and data recovery	2
Tech Support Engineer	Run software diagnostics and build, maintain, and replace or repair computers	2
Network Security Analyst	Secure computer networks and train on best computer security practices	2
Telecom Network Eng	Networking technology such as data networks, voice networks, and video communications	2
Database Manager	Create, merge, troubleshoot, and maintain secure databases	2
IT Configuration Manager	Perform regular administrative IT updates and manage change process	1
IT Training Specialist	Manage group IT discussions and direct structured IT learning experiences	1
Portfolio Manager		0

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The career assessment results display answers to career specific questions from the last set of survey questions to sort suggested top careers based on answers to these career specific questions.

FIG. 8D

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Career Category	Score
Consistency	1
Stress	7
Job Growth	6
Total Jobs	7
Pay	10
Collaboration	7
Flexibility	4
Benefit to Society	10
Personal Satisfaction	10
Travel	3
Time Indoors	9
Data	4
Creativity	5
Financial Management	5
Education Level	10

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Industry Category	Score
Technology	5
Health	10
Business	6
Arts	3
Protective Clothing	8
Social Relations	10

Example career (General Surgeon) and industry signature (Health) of category scores

FIG. 9